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Cross-Cultural User-Experience Design: What? So What? Now What?



Aaron Marcus, President
 Aaron Marcus and Associates, Inc. (AM+A)
 1196 Euclid Avenue, Suite 1F
 Berkeley, California 94708-1640, USA
 Tel: +1-510-601-0994, Fax: +1-510-527-1994
 Email: Aaron.Marcus@AMandA.com
 Web: www.AMandA.com

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Presentation Summary

June 25, 2008
Bill Gates as Anthropologist
 By PAUL R. BROWN
 MARGARET MEAD, Louis Leakey, Bill Gates?

Grouping the founder of Microsoft, <http://www.nytimes.com/redirect?marketwatch/redirect?b=PW&http://custom.marketswatch.com/usa.com/nyl.com/html-company-profile.asp&msymb=MSFT> among great anthropologists is not as strange as it first sounds, according to the current issue of Fortune Small Business.

In an effort to grow ever closer to its customers, Microsoft has hired numerous social scientists, including anthropologists, to help it understand the natives, who in this case are the small-business owners who use its software.

The research is part of Microsoft's effort to produce its Office Small Business Accounting software, although the approach to understanding customers would seem applicable not only for other Microsoft products, but also for just about every other company that sells a product.

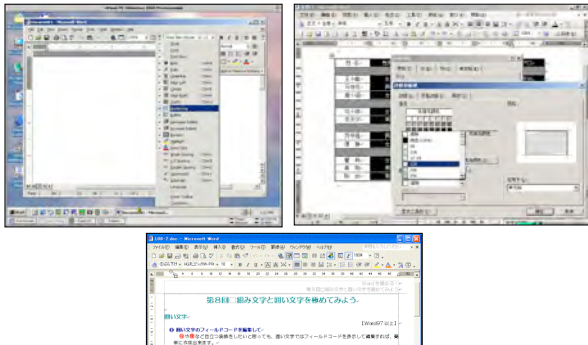
Microsoft's idea behind going into the field to study customers is simple, as Richard McGill Murphy writes in the article "Getting to Know You": the better you understand how your customers work, the easier it becomes to design products and services to meet their needs.

And the more you understand where the market is heading, the easier it is to get there first.

- Introduction and some definitions
- Culture and user-experience (UX) design: theory and practice
- Some challenges ahead: evolution and revolution

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Microsoft Applications: What's Different in USA, China, Japan?



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Introduction

- Modern technology and commerce permit global distribution of products, services to increasingly diverse users
- Traditional user-interface (UI) design and usability disciplines: Improve performance and productivity
- User-experience (UX) design issues: Even more complex and challenging
- Culture analysis** offers a way to understand, even measure, **differences** and **similarities** of **UX**

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Some Definitions: User Interface and Information-Visualization

- User-interface components
 - Metaphors:** Essential concepts in words, images, sounds, touch
 - Mental Models:** Organization of data, functions, tasks, roles, of people at work or play, static or mobile
 - Navigation:** Movement through mental models via windows, dialogue boxes, buttons, links, etc.
 - Interaction:** Input/output techniques, feedback
 - Appearance:** Visual, verbal, acoustic, tactile
- Information visualization/sonification
 - Representations of **structures** and **processes**
 - Abstract vs. representational
 - Classical: Tables, forms, **charts**, **maps**, **diagrams**
 - Innovations: Hyperbolic browser, Tree maps, Table lens

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Some Definitions: User-Experience (UX) Design

- Enlarged scope of objectives for products/services
 - Usability:** Efficient, effective, satisfying (ISO definition)
 - Usefulness:** Fits the user's needs/desires well
 - Appeal:** Delight, fun, engagement, emotions, branding
- Experience covers all stakeholder "touch-points"
 - Buyer, customer, user, learner, expert, advocate, staff, investor
- Focus on content, brand, emotions
 - Example: Apple iPod success, from zero to hero in one year
- Evaluation techniques shift
 - Ethnographic analysis, shadowing, as well as focus groups, tests
 - Underlying emotional motivations of "non-rational" customers
 - Users involved within socio-cultural context

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User-Experience Spaces: Opportunity Spaces

- **I-ware** = Me-ware, My-ware
- **You-ware** = Love-ware
- **Fun-ware**
- **Buy-ware** = Sell-ware
- **Know-ware** = Who-What-Why-Where-When-ware
- **Be-ware** = Self-aware

Marcus, Aaron (2004). "Six Degrees of Separation." *User Experiences*, June 2004, pp. 16

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UX Development Process + Culture and Globalization Awareness

- **Plan:** brainstorming information sonification
- **Research:** technology, design issues, strategies
- **Analyze:** user profiles, use scenarios, prototypes
- **Design:** content, applications, brand, storytelling
- **Implement:** scripting, coding, final production
- **Evaluate:** focus groups, user tests, heuristic evals.
- **Document:** guidelines, patterns, specifications
- **Train:** courseware, tutorials, mentoring
- **Maintain:** continuing client relations

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Culture as a Context and Technique

- Culture interested in large-scale and small-scale group behaviors (rituals), leaders/followers, values, artifacts, signs
- Many culture models exist as bases for analysis, design, evaluation
- Culture analysis related to **semiotics/semiologie**, the science of signs: what do things "mean"
- Culture affects every aspect of tool-, sign-making
- **Culture-centered design** seems "inevitable"

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Culture-Centered Design

- Designers aware of culture
- "Meaning" derives both from the designer *and* what the user brings to the artifact
- In era of instant, global media, cultures are always being affected and evolving
 - Remember: Chinese culture was not always "Confucian"
 - Remember: USA golf sport imported to Japan is more like a religion
- Designers cannot escape being biased culturally
- All designed artifacts are cultural objects

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The Web: an Example of Culture-Centered UX Design

- Immediate global communication, interaction, and UX
- Web = Cultural artifact
- Localization issues far beyond translation

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Should every Website look like this?

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Which Website for Saudi Arabia is Better?

"Saudi king tells newspapers to not run photos of women." [San Francisco Chronicle, 17 May 2006, p.A2.]

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Arabia On.Line

Original Revised

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Yahoo.com vs. Maktoob.com

- 165m (04): Most in world
- 4m (05): Most in Arab World

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Examples: South Africa, India

- Many races, ethnic groups, languages
- Many challenges, but also opportunities

Beckwith and Fisher, *Rituals of Africa*, Abrams, New York, 2000 [BusinessWeek, 5 July 2004, p. 14]

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International/Intercultural Issues, 1/3

- Geographic, political, linguistic
 - Example: ISO CRT-color, icon, and UI standards
 - Example: Canadian bilingual requirements
 - Example: Currency, time, physical measurements

Apple iLife Website Country/Language Switcher

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International/Intercultural Issues, 2/3


- Religious, historical, aesthetic:
 - Example: Calendars, "Le weekend" = Thu/Fri in some Moslem states
 - Example: Color/type/signs/terms

[Wall Street Journal, 21Jan04, p B7] [Iraq issue = <http://www.npr.org/templates/story/story.php?storyId=4540715>]


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International/Cultural Issues: Color Sets, 3/3

- Sacred Colors



- High- vs. Low-Chroma Colors



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Example: Flag's Colors Refer to Cultures, Religions, Histories



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Example: Aesthetic Differences of Dionysus/Apollo

- Cultural preferences exist for color, layout, textures, and patterns
- Europe/USA/Chinese/Japanese/Indian architecture, painting, sculpture exhibit typical preferences
- Traditional vs. popular styles:
Japan: Highest = B+W, asymmetric balance
- Specific attitudes: Body parts, Harel, Prabhu research in China, Japan [IWIPS99 Proc.]

In Korea red is an unlucky colour.

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Localization

- Small-scale communities with preferred jargon, signs, rituals:
 - Affinity group example: USA Saturn owners
 - Social group example: Japanese housewives
 - Web group example (geo-dispersed): MP3.com
 - Not lifestyle groups: Clausen, *Faded Mosaic*, 2000
 - Resources: LISA, Hoft, Sapient.com, etc.

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Business Challenges: How to Account for UX and Culture?

- Determine optimum characteristics: Relies on market and user data
- Assist and appeal to target markets: Achieves short-term and long-term success
- Avoid too many variations: Wastes time and money

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Culture Models and Culture Dimensions

- Ruth Benedict, *Patterns of Culture*, 1939
- Kluckhohn/Strodtbeck's value orientations: human nature, nature, time, doing/being, human relations
- David Victor: Cultural features
- Edward Hall: Context, time, proxemics (space)
- Fons Trompenaars (inc. Parson's Pattern Variables, *Riding the Waves of Culture*): language, time
- **Geert Hofstede**: 5 Culture dimensions

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Geert Hofstede's Cultural Dimensions

- *Cultures and Organizations: Software of the Mind*, Geert Hofstede, McGraw-Hill, 1997
- Hofstede examined **IBM employees** in 50 countries, 1978-83; analyzed statistical data
- Culture: **Patterns of thinking, feeling, acting** programmed by a particular group, not "refinement of the mind," civilization
- Differences of cultural manifestations: **rituals, symbols, heroes/heroines, values**

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Hofstede's 5 Dimensions of Culture

- Power-distance
- Collectivism vs. individualism
- Femininity vs. masculinity
- Uncertainty avoidance
- Long- vs. short-term orientation

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Power Distance (PD)

- Extent to which less powerful members expect, accept unequal power distribution
- **High PD countries**
 - Centralized power in few hands; tall hierarchies
 - Ideal boss = benevolent autocrat, good father
 - Subordinates expected to be told what to do
- **Low PD countries**
 - Subs and Supers consider each other equals
 - Changeable roles; decentralized, flat hierarchy

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Implications for Global UX Design: Examples for High Power Distance

- **Structured, guided access** to information
- **Emphasis on larger social/ moral order** (e.g. nationalism/ religion brought into Web context)
- **Focus on expertise** (authoritative content) and **leaders** (rather than customers/employees)
- Integrated security, unhidden "restrictions"
- **Importance of certifications, awards, logos**
- Social role used to organize information (e.g. special managers' sections)

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Examples of PD Index (PDI) in Web

Contrasting University Websites:

- **Malaysia** (PDI rating of 104; highest in Hofstede's index)
 - www.uum.edu.my (Universiti Utara Malaysia)
- **Netherlands** (PDI = 38; 40/53)
 - www.tue.nl (Technische Universiteit Eindhoven)

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Examples: University Home Pages

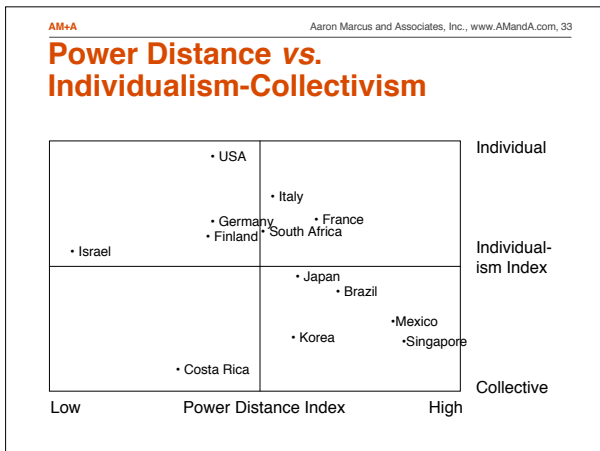
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Examples: University Home Pages

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Individualism vs. Collectivism

- Individualism:** Ties between individuals loose; everyone expected to look after one's self or his/her immediate family (nuclear families)
 - Samsung ads: appealing to egotists
- Collectivism:** People from birth integrated into strong, cohesive in-groups, which continue to protect them in exchange for unquestioning loyalty (extended families)



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Examples of Individualism vs. Collectivism

- Work:**
 - Individual: Personal time, freedom, challenge, external motivation, material rewards
 - Collective: Training, physical conditions, use of skills, internal motivation
- Family: Honesty/truth vs. harmony**
 - Individual: Honesty/truth, talking, guilt, self-respect
 - Collective: Harmony, not talking, shame, losing face
- Education**
 - Individual: Private schools
 - Collective: Public schools

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Key Differences: Individualism vs. Collectivism

- Individualism**
 - Individual social/economic interests dominate
 - Right to privacy; private opinions expected
 - Strong political power of voters; greater press freedom
 - Ideology of freedom, self-motivation
- Collectivism**
 - Collective soc/econ interests dominate
 - State dominates economy, press,
 - Consensus = ultimate goal
 - Ideology of equality, harmony

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Implications for Global UX Design

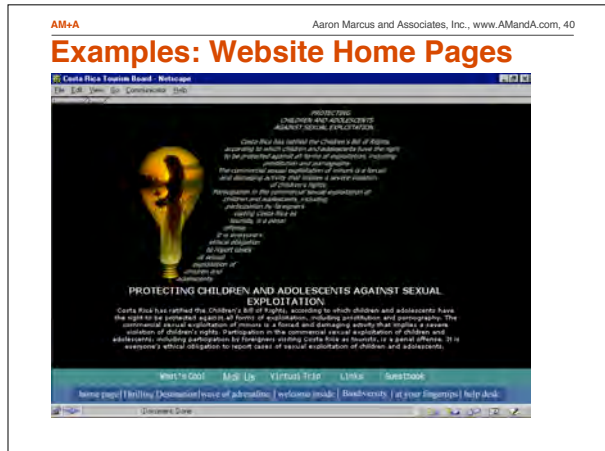
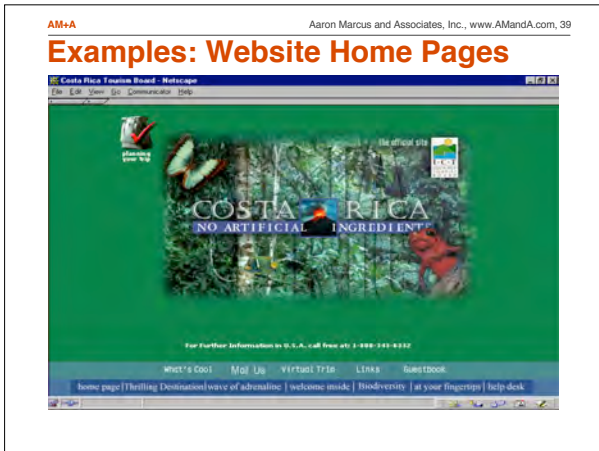
- Individualism**
 - Focus on maximizing personal achievement
 - Materialism and consumerism demonstrate individual success
 - Controversial speech and extreme claims encourage "truth"
 - Images of youth/activity, rather than age/wisdom/"being")
- Collectivism**
 - Individual roles downplayed (e.g., just product); group focus
 - Preference for socially supportive and constrained claims
 - Controversy discouraged: tends to divide people
 - Respect for tradition (historical focus)

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Examples of Individualism/Collectivism on the Web

National Parks:

- **Individualism: United States** (IDV = 91; highest rating)
 - www.nps.gov/glba/evc.htm (Glacier Bay National Park)
- **Collectivism: Costa Rica** (IDV = 15; 46/53)
 - www.tourism-costarica.com/ (National Parks of Costa Rica)



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Gender: Femininity vs. Masculinity

- Traditional Gender Roles (not physical differences)
 - Men: Assertive, **competitive**, **tough**
 - Women: Home/children, **people-oriented**, **tender**
- Hofstede's Culture Definition:
 - Masculine: roles distinct; feminine: roles overlap

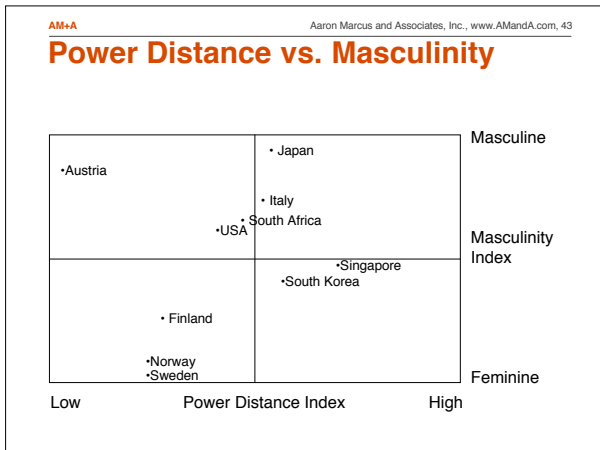
[Time, 12 Apr 04, p23; The Hindu, 28 Mar 04, p1]

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Masculinity Index Values for Selected Countries

■ 95 Japan	■ 47 Israel
■ 79 Austria	■ 43 France
■ 62 USA (South Africa 63)	■ 39 South Korea
■ 53 Arab countries (inc SA)	■ 05 Sweden

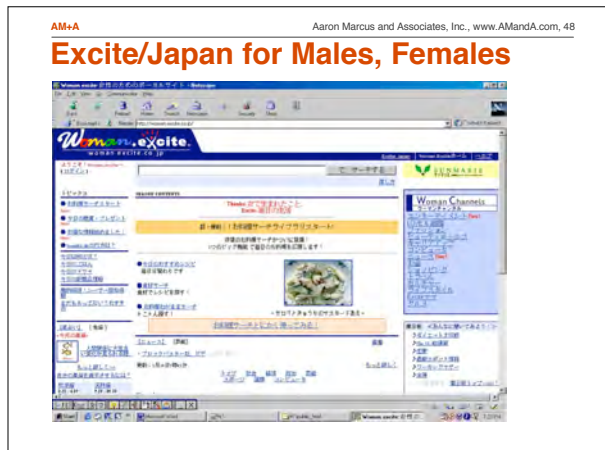
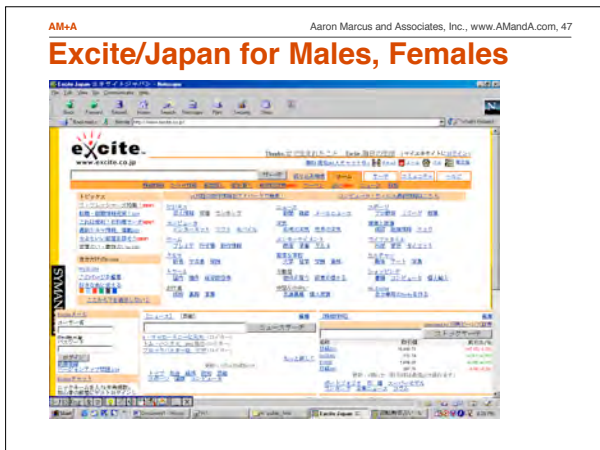
[Time, 26 November 2007, pp. 8-9]



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- ### Traditional Work Goals
- **Masculine (achievement)**
 - Earnings
 - Recognition
 - Advancement
 - Challenge
 - **Feminine (relations)**
 - Manager: Good working relation with direct supervisors
 - Cooperation: Work with people who cooperate well
 - Living area: Live in desirable location for one's self and family
 - Employment security: Physically safe and be able to work for as long one wishes


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- ### Implications for Global UX Design
- **Masculine**
 - Traditional gender/ family/ age distinctions emphasized; work tasks/ roles given preference
 - **Mastery most important**; Websites designed for exploration, control
 - **Games/competitions** held grab attention
 - **Artwork** may be **utilitarian**/ instrumental
 - **Feminine**
 - **Gender/work roles blurred**
 - **Mutual exchange and support** more important than master
 - Website task-oriented and provide quick results for limited task
 - More **emotional/aesthetic appeal**

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- ### Examples of Masculinity/ Femininity on the Web
- Gender-oriented sites:
- **Masculinity: Japan = 95** (highest MAS)
 - woman.excite.co.jp - women's site
 - www.isize.com/top - site for young adults
 - **USA = 52** (15/53)
 - www.chickclick.com
 - **Femininity: Sweden = 5** (lowest of 53 nations)
 - se.excite.com



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USA and Sweden



- ↑ USA: Chickclick.com for chicks
- Sweden/Excite: no gendered sites

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Uncertainty Avoidance

- Feeling threatened by uncertain/unknown
- Fear/risk vs. **anxiety**: Known vs. **unknown**
- Countries vary in formality, punctuality, certainty requirements
- Extreme uncertainty creates intolerable anxiety; law, religion seek to reduce it
- **Intolerance of ambiguity**

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High vs. Low Uncertainty Avoidance

- High
 - People seem busy, emotional, **aggressive**, active
 - What is **different** is **dangerous, dangerous and dirty related**
 - Students expect **teachers** to be **experts** with all the answers
 - **Shun ambiguous situations**; prepared to engage in risky behavior to reduce ambiguities, like starting a fight, instead of waiting
- Low
 - Quiet, **easy-going**, indolent, controlled, lazy
 - What is **different** is **curious** (or ridiculous)
 - Students respect **plain language**, teacher who may not know all
 - Definitions of clean/dirty; safe/dangerous differ widely by country

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Implications for Global UX Design: High UA

- High
 - Keep it **simple**
 - Reveal results/ implications of actions
 - Make attempt to prevent looping/ becoming "lost in cyberspace"
 - Use constraints/task animations/models to reduce "user error"
 - **Carefully encode meaning** through multiple redundant cues
- Low
 - **Complexity and risk more valued**: less protection from failure
 - **Less controlled navigation**: Links may open windows, change site
 - Help system focuses on information; task orientation secondary
 - Coding of color/ shape/ texture cues used to maximize information; **need not be so redundant**

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Examples of Uncertainty Avoidance on the Web

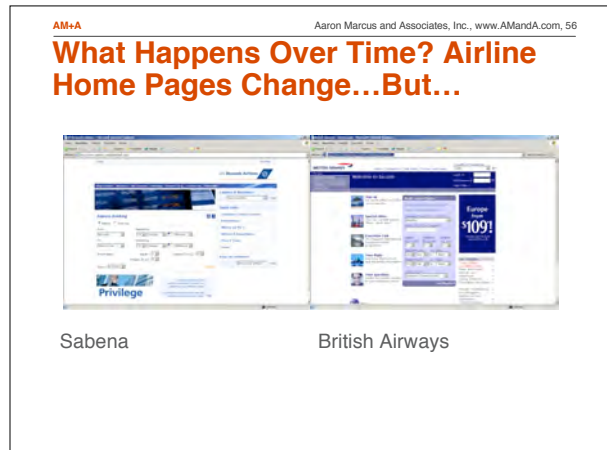
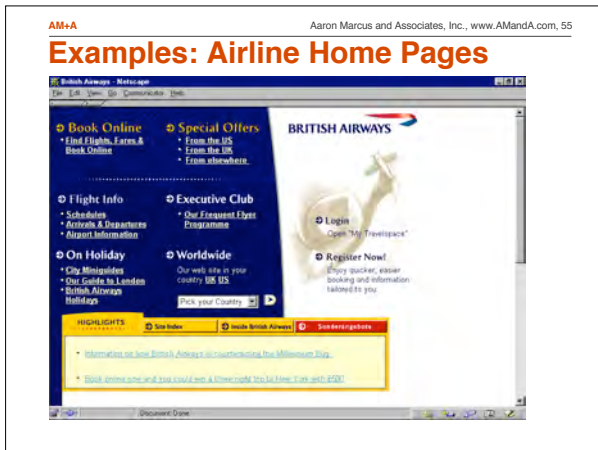
Airline Companies:

- **Belgium** = 94 (5+6/53)
 - www.sabena.com
- **UK** = 35 (47/53)
 - www.britishairways.com

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Examples: Airline Home Pages





Comparison of UA for 2003 Airline Websites

- **Inside** travel booking pane
 - Sabena, Belgium: 19
 - British Airways, United Kingdom: 16
- **Outside** the travel booking pane
 - Sabena, Belgium: 23
 - British Airways, United Kingdom: 43
- **Culture differences survive** design improvements!

Long- vs. Short-Term Time Orientation: Confucian Dynamism

- **Stable society** requires unequal relations
- **Family** is prototype of all social organizations
- **Virtuous behavior** to others = not treating others as one would not like to be treated
- **Virtue** re one's task in life = trying to acquire skills and education, working hard, being frugal, being patient, **persevering**
- **Practice oriented**, not belief (truth) oriented

Long-term orientation (LTO) Ranking for Some of 23 Countries

- 01 China
- 04 Japan
- 17 USA
- 22 Nigeria
- 23 Pakistan

Implications for Global UX Design: Long-Term Orientation

- **Practice** more important than theory
- Accomplishing the task sufficient; expertise not required
- **Personal network** provides resources for achievement (*cf.* Chinese **Guanxi** principle)

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Examples of Long/Short-Term Time Orientation on the Web

Siemens:

- **Germany** = 31 (14/23)
 - www.siemens.com/de
- **China** = 118 (highest LTO)
 - www.siemens.com.cn

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Examples: Germany and China



Siemens Germany Siemens China

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Summary: China vs. Germany

- **Germany**
 - Design that is appropriate just for now (will be outdated in a certain amount of time)
 - Concentration on just **showing task or product**
 - **Function, mastery**, organization-oriented
- **China** (Long-term time orientation):
 - Soft focus
 - **Warm, fuzzy images**
 - Timeless, classic design
 - Emphasis on **people images**

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Cautions with Hofstede's Culture Model

- Old data, pre-post-modern (no emphasis on media, sociology of culture, politics of culture)
- Corporate subjects only
- Assumes one culture per country
- Assumes fixed, unchanging relationships
- Gender roles, definitions debatable
- Seems too general, stereotypical
- Nevertheless: use widespread

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How to Work with Cultural Models: Examples from China and Germany

- Honold, Pia
 - "Learning How to Use a Cellular Phone: Comparison Between German and Chinese Users," *Jour. STC*, Vol. 46, No. 2, May 1999, pp. 196-205. (now Pia Quaet-Faslem)
- Lee, Ook
 - "The Role of Cultural Protocol in Media Choice in a Confucian Virtual Workplace," *IEEE Trans.Prof. Comm.*, 43:2, Jun 00, pp. 196-200.
- Choong and Salvendy
 - *Internat. J. of HCI*, 1999. Studied Chinese/USA mental models of house: thematic vs. functional/categories; better performance/memory with own model. See: Carroll, J. M., "Using Design Rational to Manage Culture-Bound Metaphors for Internat. Uls," *IWIPS 99, Proc.*, p 125-132.

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AM+A Used Hofstede to Study Web Design and Culture

- 12 corporate, global Websites
 - Long case study in *Visible Language*: 38:1, 2004, 64pp.
 - Short report: *Proceedings of IWIPS 2003*, 10 pp.



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Websites Analyzed

- Used Hofstede, but could have used other models
- "Mature" company Websites with parallel content in multiple countries
- Consumer (B2C) and business-to-business (B2B) sites

	US	EU	Asia
Business	Sapient (S) Peoplesoft (PEO)	Siemens (SIE) SAP (SAP)	Hitachi (HIT)
Consumer	McDonalds (McD) Coca Cola (COC)	IKEA (IKE) Mercedes (MER)	Sony (SON) Mazda (MAZ)

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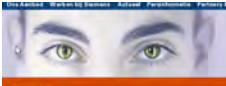
Cross-Cultural Matrix: UI Components vs. Culture Dimensions

		Hofstede Culture Dimension: Power Distance (PD)	
		Low PD	High PD
User-Interface Component: Appearance	Appearance	Images of people, groups; daily activities; popular music, symbols, typefaces, layouts, colors; informal speech	Images of leaders; national/corporate/government themes, slogans, insignia, logos, symbols, typefaces, layouts, colors; official music, anthems; formal speech


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Example: Power Distance vs. Metaphors

- Siemens Website: Personal images vs. official buildings
- Netherlands (PD 38) Malaysia (PD 104)



Metaphor for "Home": the face / eyes of a person

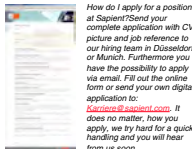


Metaphor for "Home": an official building

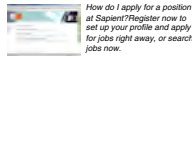
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Example: Power Distance vs. Navigation

- Sapient Website: amount of options provided
- Germany (PD 35) India (PD 77)



Open access, multiple options




Restricted access and choices, prescribed routes


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Example: Femininity/Masculinity vs. Appearance

- Mercedes Benz Website: Use of "soft" design
- Sweden (MAS 5) Germany (MAS 66)



Softer edges and shapes




Clear structure, no cuteness

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Power Distance Patterns


- Patterns found
 - All countries with no picture on the front page have low PD value.
 - The eight countries with the highest PD value show a picture of a male person.



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Collectivism vs. Individualism Patterns

- Patterns found
 - The "individualism" of the pictures at the PeopleSoft Website **increases with the amount of IDV value**
 - The arrangement of the pictures of the **low IDV** countries is very **symmetrical**.
 - Among the 15 lowest rated countries regarding IDV, there are no people shown on the Siemens localized Website imagery, but one can find images of people in those countries that have a higher ID.



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AM+A Studied Other Models: Best-of-Breed Culture Dimensions

- Surveyed: **11 Authors in 9 Sources**
 - Adler, Nancy J.
 - Condon, John C.
 - Hall, Edward T.
 - Hofstede, Geert
 - Kluckhohn, F. R.
 - Parsons, Talcott
 - Strodtbeck, Fred
 - Trompenaars, Fons
 - Victor, David A.
 - Wright, Quincy
 - Yousef, Fathi S.
- Published survey
 - Baumgartner, Masters thesis, <http://mavas.at/val>
 - Marcus, Baumgartner, APCHI 2004 *Proceedings*, Summary

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29 Dimensions in 9 Sources

- Achievement vs. ascription
- Activity orientation
- Affective vs. neutral
- Authority conception
- Context
- Degree of power
- Economic progress
- Experience of technology
- Face-saving
- Gender roles
- Human nature orientation
- Individualism vs. collectivism
- Instrumental vs. expressive
- Internal vs. external control
- International trade, community
- Long vs. short time orientation
- Meaning of life
- Non-verbal communication
- Political decentralization
- Power distance
- Property
- Resources
- Space
- Specific vs. diffuse
- Technological development
- Time orientation
- Time perception
- Uncertainty avoidance
- Universalism vs. particularism

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Best-of-Breed Dimensions Based on Surveying 57 experts

- Context
- Technological development
- Uncertainty avoidance
- Time perception
- Authority conception
- All others ranked, for use when time, money, circumstances permit further analysis

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Where do We Go from Here in Thinking about Cultural UX?

- Alternate models: Redo studies using them
- Rethink **development steps**, e.g., evaluation
- Rethink **UI components**, e.g., metaphors
 - New approaches proposed for **China, India**
- Rethink platforms, e.g., mobile devices
 - Sony-Ericsson Wukong with **Guanxi**; new Chinese metaphors
- Consider **additional sources of insight**
- Educate** corporations/professions/users re culture
 - UN Bookstore: no books on culture models, only tourist interest
 - Many studies, theories, books do not include culture

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UX Evaluation and Culture: How does Culture affect...

- User profiles (personas) and scenarios?
 - Culturally appropriate people, tasks, stories
- Testing, questionnaires?
 - Culturally appropriate people, tasks, test environments, questions, techniques
- Video monitoring and ethnographies?
 - Culturally appropriate persons, inquiries, behaviors, environments
- Measurement of objective and subjective "facts"
 - Culturally appropriate collection, emotional reactions
- What about Web 2.0? Social network sites?

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Challenges to the Classic Culture Models

- **Ethnographic** approaches
 - Local groups, behaviors, "situated practice," action-oriented
- **Post-modernism**, media studies, **sociology of culture**, production of culture, **politics of culture**
 - Critique of sociological phenomena, e.g., power, inequality, social construction of technology, other patterns of social organization
 - Michèle Lamont, Princeton Univ., contemp. sociological theory: <http://www.princeton.edu/~sociolog/grad/courses/fall1995/soc502.html>. **Towns in two countries more similar than town to city in each country or two cities to each other.**
 - David Brain, New College, Florida, sociology of culture course: http://www.ncf.edu/brain/courses/culture/culture_sy105.htm

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Additional Sources of Insight into UX and Culture

- Persuasion
- Trust
- Intelligence
- Personality
- Cognition

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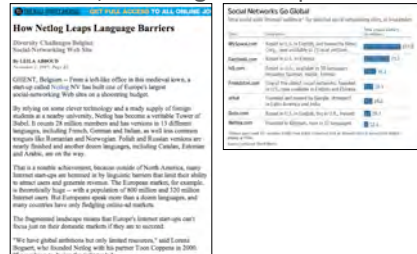
Cultural UX Issues to Consider: What do You Think?, 1a/3

- Are basics of **usability culture-biased**? Efficiency, productivity, simplicity, usefulness...for what?
- How can **culture models** be **added** to theories of utility, sociability, community, entertainment, design?
- How **map UI components** to culture dimensions?
- How can **corporations and organizations** include more **cultural theory** in development process?

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Cultural UX Issues to Consider: What Do You Think? 1b/3

- How does **culture affect Web 2.0, social network, and blog-related products/services**?



The screenshot shows a news article from 'The Social Network' section. The main headline is 'How Netlog Leaps Language Barriers'. Below the headline is a table with columns for 'Country', 'Members', and 'Language'. The table lists several countries and their respective member counts and primary languages. The article text discusses how Netlog, a social networking site, is designed to be accessible to users in various European countries, including Belgium, France, and the Netherlands, by offering a multilingual interface.

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Culture UX Issues to Consider: What do You Think? 1b/3

- Online training: **Friend/guru?** Tradition/skills?




The photo shows a woman sitting at a desk with a young child on her lap. They are both looking at a computer monitor. The woman appears to be helping the child with their work. The caption reads: 'Hello, India? I Need Help With My Math'. Below the photo is a small caption: 'RITESH LOHAR, Entrepreneur, October 2008, p. 100'. The photo is credited to 'RITESH LOHAR'.

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Cultural UX Issues to Consider: What do You Think?, 2/3

- **Interaction styles:** informal vs. formal, harmony vs. honesty, sincerity vs. scheming?
- **Conflict:** Frequent vs. seldom? Chatroom flaming OK? Clashing opinions OK?
- Would you send your **virtual representatives** on vacation (see Korea)?




The text box contains the following text: 'The Little People Personal avatars are big business in Korea. Can they make it big in other countries?'. To the right of the text box is a screenshot of a virtual world interface, showing a colorful, cartoonish environment with various avatars and objects.

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Cultural UX Issues to Consider: What do You Think?, 3/3

- What attitudes toward **advertising** or **privacy**? Personal Webcams OK?
- Should there be different **men, women sites/apps**?
- Is **management training** biased to individualism?
- Are SMS messages impolite? (see India, think



[Bangalore Times, 30 Mar 04, p1]

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Your Actions will make the Future: Evolution or Revolution

- Computer-mediated communication and interaction occurs in a **culture context**
- UX development must account for culture
- Models, methods exist; many research issues
- Design professionals cannot ignore the issues
- Future development of **tools, templates**, treasure chests of **patterns, body of knowledge**

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Body of Knowledge: Resources

- ACM/SIGCHI: chi-intercultural@acm.org, www.HCIBib.org/SIGCHI/Intercultural
- AIGA/Center for Cross-Cultural Design: <http://www.xcd.aiga.org>
- American Anthropological Association's Internet Resources: <http://www.aaanet.org/resinet.htm>
- AM+A URL and publication list

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A Challenge: Bone vs. Bottle



Concept by Donald Day
IWIPS 1999
Email: d.day@acm.org

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Cross-Cultural User-Experience Design: What? So What? Now What?



Aaron Marcus, President
Aaron Marcus and Associates, Inc. (AM+A)
1196 Euclid Avenue, Suite 1F
Berkeley, California 94708-1640, USA
Tel: +1-510-601-0994, Fax: +1-510-527-1994
Email: Aaron.Marcus@AMandA.com
Web: www.AMandA.com