

Web 2.0, San Francisco, 2008, Panel: Culture, Collaboration, CHI, Communication, and Communities

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Introduction to AM+A

- Aaron Marcus: first graphic designer in the world to use computer graphics in 1967, now an AIGA Fellow for work in cross-cultural design
- AM+A: 25-year young pioneering design, research, and evaluation firm for user interfaces (UIs) and information visualization
- Key objectives: usability, usefulness, appeal
- Worked on first version of AOL, Travelocity, Orbitz
- AM+A recently completed 1.5y project with e-Bay
- AM+A first proposed multi-cultural UIs in 1984

Website: J. Paul Getty Trust Portal and Museum Website Development

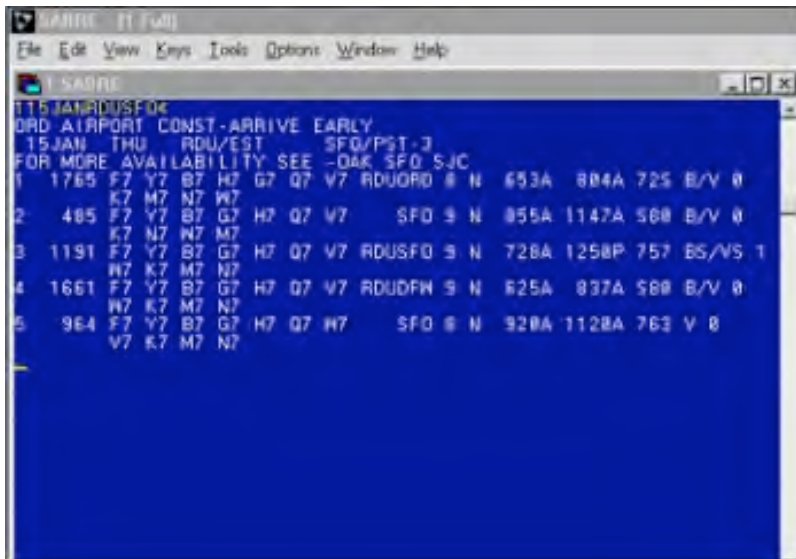


Home Page

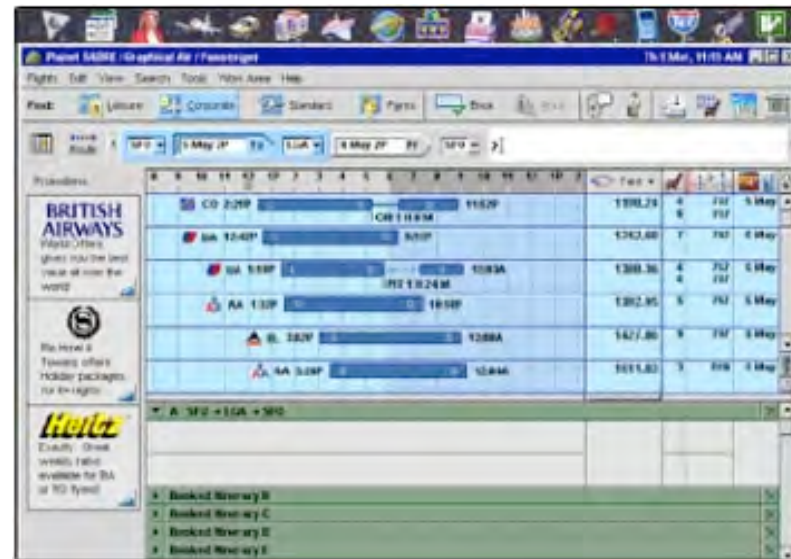


Visitor Guide Page

Application Example: Sabre Travel Booking Development

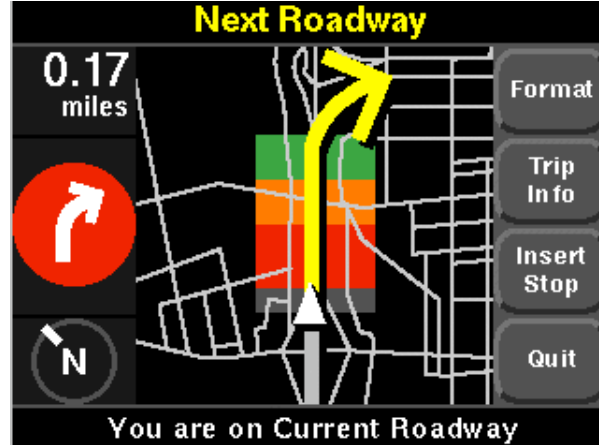
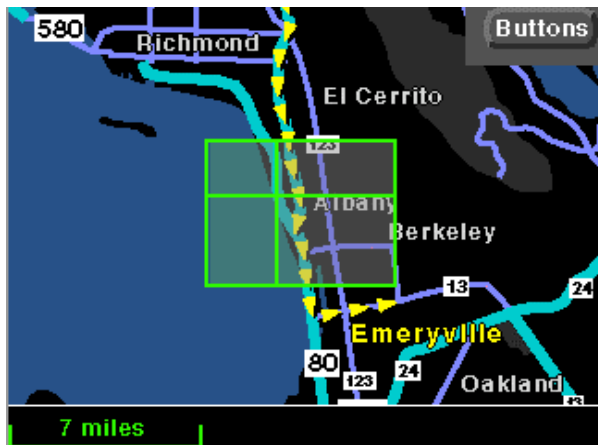
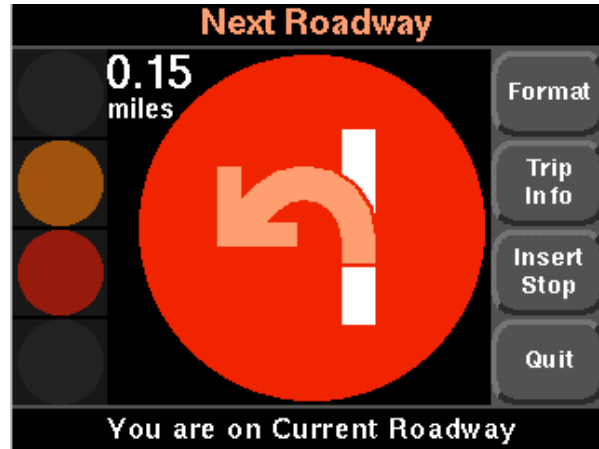


Before



After

Mobile Products: Motorola Smart-Car User-Interface Design



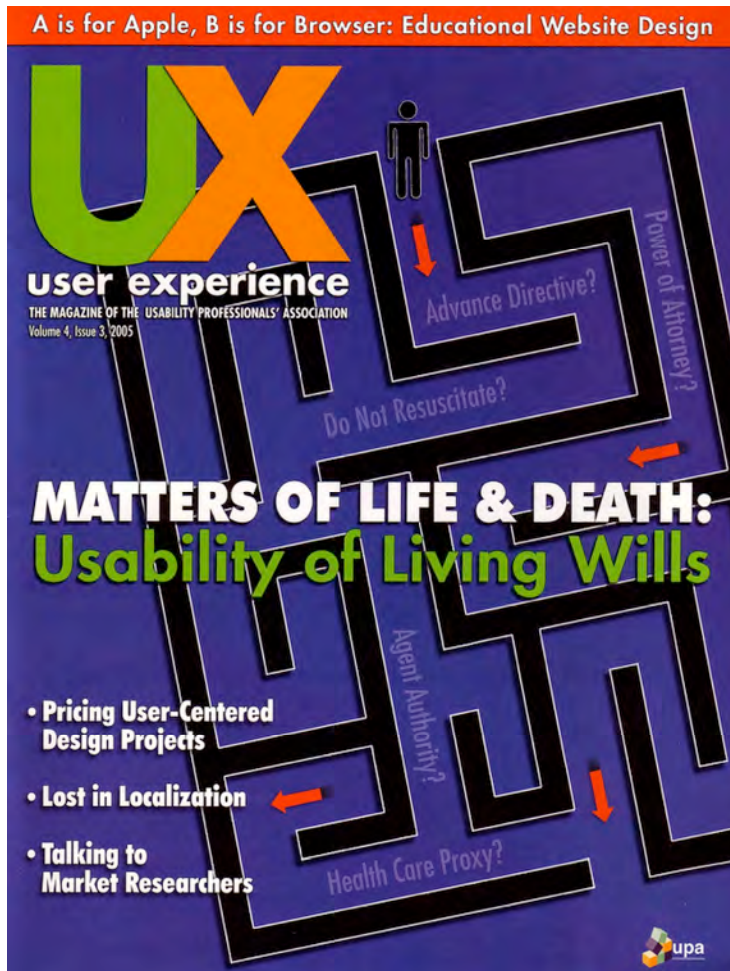
HP Halo

- <http://www.hp.com/halo>



High-resolution, high-speed, broadband video meeting rooms for executive communication

Publications: UX and Interactions



Introduction to Culture and Communication

- Different countries/cultures use UIs differently, just as they communicate in different ways
- Differences: Metaphors, mental models, navigation, interaction, and appearance
- Graphics, layouts, behavior patterns must change to provide optimum user experience.
- Current Web content management systems (CMS) not able to handle most culture aspects of content
- Internat., x-cultural usability challenging, avoided
- Web 2.0 services gradually going local

Culture Dimensions: Theory and Practice

- One example: Geert Hofstede's highly cited study of 70/80s determined five culture dimensions:
 - Power distance: high vs. low
 - Individualism vs. Collectivism
 - Gender roles: feminine vs. masculine
 - Uncertainty avoidance: high vs. low
 - Time orientation: long-term vs. short term
- Survey at IBM “dealt mainly with the employees’ personal *values* related to work situation...”
- Covered 72 national subsidiaries, 38 occupations, 20 languages, and about 116,000 people

AM+A surveyed 11 Authors of Culture Dimension in 9 Sources

- Adler, Nancy J.
- Condon, John C.
- Hall, Edward T.
- Hofstede, Geert
- Kluckhohn, F. R.
- Parsons, Talcott
- Strodbeck, Fred
- Trompenaars, Fons
- Victor, David A.
- Wright, Quincy
- Yousef, Fathi S.

29 Dimensions of 9 Sources Used in Survey

- 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

Most of 57 Experts Surveyed

- Adelman, Denny
- Amend, Sabine
- Begley, Suzanne
- Beu, Andreas
- Bonnaudet, Jean-Marc
- Campbell, Tanya
- Chen, Eugene
- Cole, Melissa
- Deaton, Mary
- El Said, Ghada Refaat
- Epstein, Andre
- Gargeshwari, Malinirao
- Gould, Emilie
- Guan, Larry
- Hedges, Andrew
- Hidasi, Judit
- Hoffmann, Anja
- Hoplaros, Costas
- Hugo, Jacques
- Jettmar, Eva
- Kalbach, James
- Khan, Zayera
- Knapheide, Claus
- Kumar, Ripul
- Laurel, Brenda
- Lee, Junghwa
- Marcus, Aaron
- Martlage, Aaron
- Massey, Anne
- McAllister, Pamela
- Meek, Amanda
- Mitra, Romit
- Müller-Prove, Matthias
- Nowell, Jessica
- Paulsen, Susan
- Penn, Dick
- Robinowitz, Christina J.
- Schlatter, Tania
- Scholts, Stijn
- Schutz, Bart
- Scott, Josephine
- Sheridan, E.F.
- Simlinger, Peter
- Simons, George
- Southerton, Laurie
- Stamboulie, Mary
- Sturm, Christian
- Vöhringer-Kuhnt, Thomas
- Wright, Matthew
- Yankee, Everyl
- Yunker, John
- Zimmermann, Claus

Most Important Cultural Dimensions in Order of Importance

- Context
- Technological development
- Uncertainty avoidance
- Time perception
- Authority conception




















Web 2.0 and Culture

- Web 2.0 built around social networks, communities
- Web 2.0 user experience dependent more than ever upon good fit between the Website design and the culture of users

Key Web Strategy: Content, Community, Commerce, Communication

- Co-create
 - Allow over-writing, no primary verbal editor, virtual team work
- Connect
 - Enable social networking, creating platform for making friends
 - Examples: Blogger, Myspace
- Customize
 - Foster Web user experience, users can decide what kinds of information they want to see and how to see it
 - Examples: Google's AdSense to decide the Ads, iGoogle, netvibes to make personal home page

Examples of 7 Cs

	Content	Community	Communication	Commerce
Co-create	Wikipedia  De.licio.us 	CGTalk 		
Connect	 LimeWire  YouTube  eBay  flickr	 LinkedIn	 facebook  AIM	 craigslist online community
Customize (UI, UX)	 Goowy  netvibes  iGoogle		  Gmail by Google BETA	 Google AdSense  Google Maps BETA

Next Steps

- Analyze how Web 2.0 sites differ, or not, per optimum culture dimensions
- Develop database with examples for the implication for each design component per each cultural dimension and gather cultural values of each country/culture through empirical research to support new **culturebase**
- Future: Much remains to be researched; new tools can make culture-centered design of Web 2.0 sites and communities more effective: tools, templates, treasure chests of content

References

- Publications and URLs available upon request

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