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
- Strodtbeck, 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

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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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