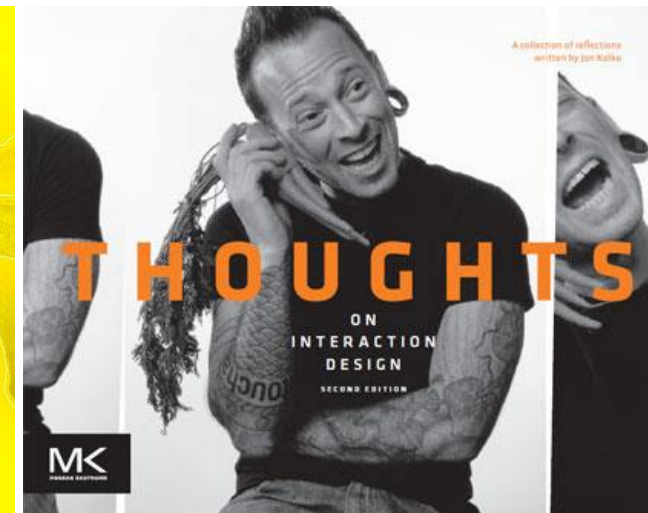
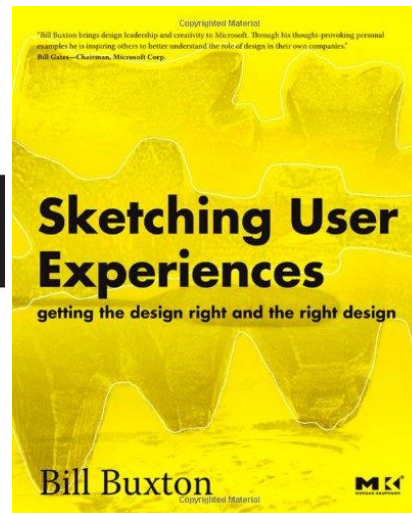
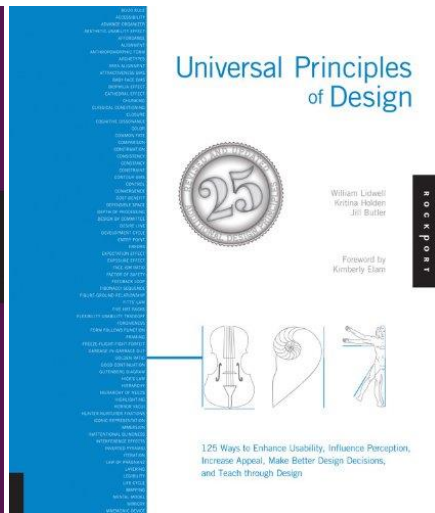
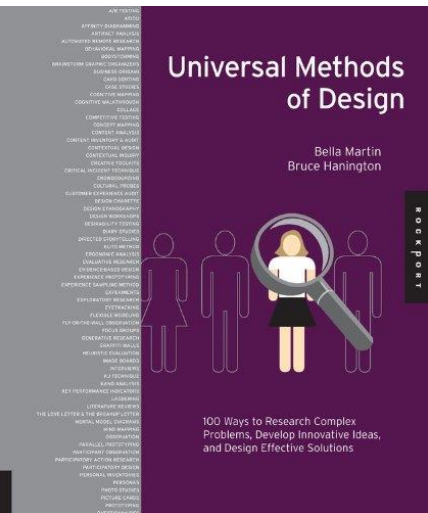


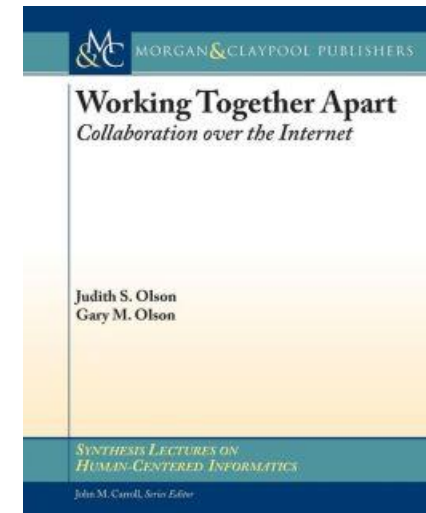
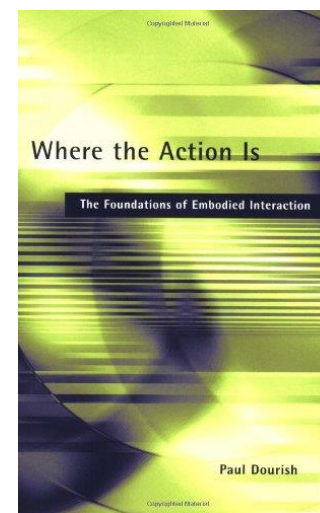
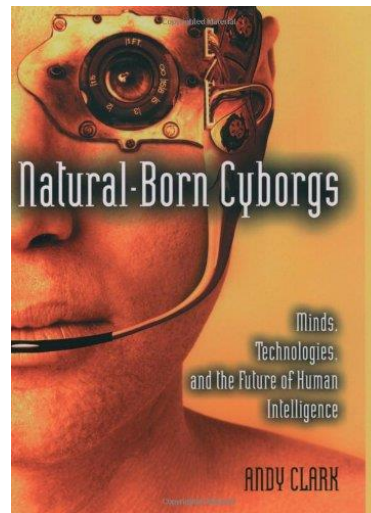
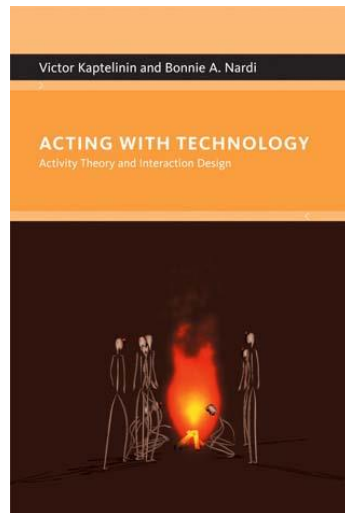
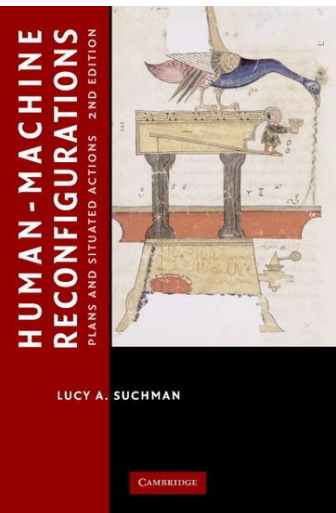
DAY 9: CULTURAL PROBES

Winter 2014
Informatics131


HCI BOOKS



HCI BOOKS



HCI READINGS

UC Irvine[SIGN IN](#) [SIGN UP](#)SEARCH

Conferences

CHI [Conference on Human Factors in Computing Systems](#)

The ACM Conference on Human Factors in Computing Systems (CHI) series of academic conferences is generally considered the most prestigious in the field of human-computer interaction. It is hosted by ACM SIGCHI, the Special Interest Group on Computer-Human Interaction. CHI has been held annually since 1982 and attracts thousands of international attendees.

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CHI subject areas

[Computer-supported cooperative work](#)

[Evaluation/methodology](#) [General](#)


[Graphical user interfaces](#) [Group and Organization Interfaces](#)

[Human factors](#) [Input devices and strategies](#)

[Interaction styles](#) [Miscellaneous](#)

[Multimedia Information Systems](#) [Theory and methods](#)

[User Interfaces](#) [User interfaces](#) [User-centered design](#) [User/Machine Systems](#)

 [Bibliometrics](#): publication history

Publication years	1981-2013
Publication count	10,424
Citation Count	98,970
Available for download	10,359
Downloads (6 Weeks)	59,142
Downloads (12 Months)	788,069
Downloads (cumulative)	5,591,377
Average downloads per article	539.76
Average citations per article	9.49

QUESTIONS

What is the relationship between values and design? Which one influences the other?

QUESTIONS

Social Construction of Technology (SCOT)
– the impact of technology is determined
by society and culture

Technological Determinism – changes in
society and culture are determined by
technological changes

STEVE BARLEY: CT SCANNERS (1986)

Introduction of a new technology (CT Scanners) in hospitals

- Setting 1: radiologists & technologists act independently, with technologists gaining autonomy over work
- Setting 2: radiologists & technologists behave as if each possess complementary skills

In both settings, the introduction of a new technology provided an 'occasion' for change.

But the change that happened was dependent on other social and cultural factors.

QUESTIONS

Why were those 12 values chosen by Value Sensitive Design?

What are some common human values?

Are values just one-word concepts like 'sustainability'?

How are cultural norms formed in the technology world? E.g., how does a 'netizens' mentality develop?

QUESTIONS

Can we subtly indoctrinate a user to a certain school of thinking?

Are there laws against this?

How much time does it take for designers to shape norms?

<http://captology.stanford.edu/>

MACHINES DESIGNED TO CHANGE HUMANS

Yes, this can be a scary topic: machines designed to influence human beliefs and behaviors. But there's good news. We believe that much like human persuaders, persuasive technologies can bring about positive changes in many domains, including health, business, safety, and education.

We also believe that new advances in technology can help promote world peace in 30 years. With such positive ends in mind, we are creating a body of expertise in the design, theory, and analysis of persuasive technologies, an area called captology.

QUESTIONS

If designers can influence norms, is it consumers' job to filter out bad norms?

Do people who don't like certain norms simply fall into a minority? You can't really fight a norm if you're against it. If you maintain an old norm, you become an outcast.

When you're working for a company who asks you to purposefully make something hard to do because it benefits the company, are you ethically obligated to resist that?

QUESTIONS

Should design accommodate all cultures or should we design different technology for different cultures?

QUESTIONS

If usability is boring then what do we design for?

CULTURAL PROBES: GAVER, DUNNE, PACENTI (1999)

As the local site coordinator finished his introduction to the meeting, our worries were increasing. The group had taken on a glazed look, showing polite interest, but no real enthusiasm.

How would they react when we presented them with our packages?

Would disinterest deepen to boredom, or even hostility?

CULTURAL PROBES

Postcards

Maps

Camera

Photo Album

Media Diary



Figure 1. A cultural probe package.

POSTCARDS: OBLIQUE WORDING AND EVOCATIVE IMAGES

- Please tell us a piece of advice or insight that has been important to you.
- What do you dislike about [place]?
- What place does art have in your life?
- Tell us about your favorite device.



Figure 1. A cultural probe package.

MAPS & STICKERS: FROM STRAIGHTFORWARD TO POETIC

- Where have you been in the world?
- Where do you meet people?
- Where do you go to be alone?
- Where do you go to daydream?
- Where do you want to go, but can't?



Figure 1. A cultural probe package.

CAMERAS:

- Your home
- What you will wear today
- The first person you see today
- Something desirable
- Something boring



Figure 1. A cultural probe package.

PHOTO ALBUM & TECHNOLOGY DIARY

- Tell us your story
- Record your technology use:
 - TV, Radio, Phone
 - Who were you with?
 - What's your relationship?
 - What did you watch?
 - When was it?



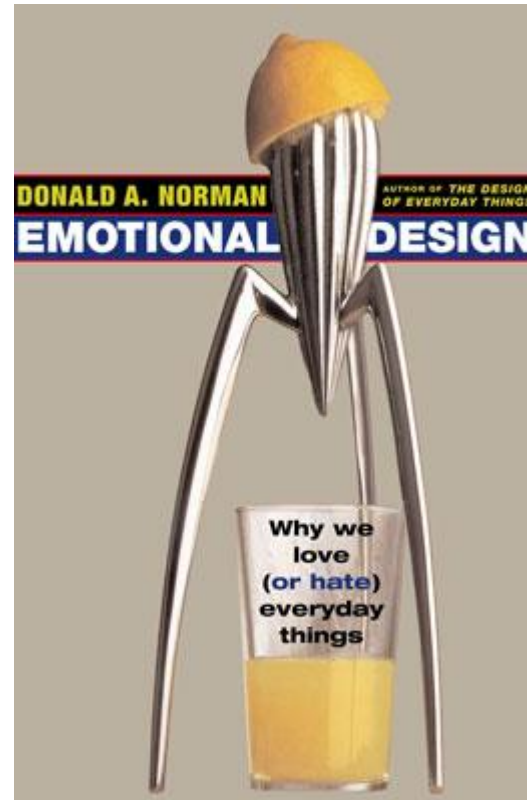
Figure 1. A cultural probe package.

NOT 'SCIENTIFIC' ?

"we tried to use, judiciously, tactics of ambiguity, absurdity, and mystery throughout, as a way of provoking new perspectives on everyday life."

AESTHETICS & DESIGN

We didn't work on the aesthetics of the probes simply to make them appealing or motivating but because we believe aesthetics to be an integral part of functionality, with pleasure a criterion for design equal to efficiency or usability. (1999)



(2005)

DISTRIBUTING PROBES

“one of the unexpected strengths of the probes was in sparking a dialogue between us and the elderly.”



GETTING THEM BACK

we redesigned the materials for each group as we received returns from the last

WHAT ARE CULTURAL PROBES GOOD FOR?

“Instead of designing solutions for user needs, then, we work to provide opportunities to discover new pleasures, new forms of sociability, and new cultural forms.”

CULTURAL PROBES INSPIRE

- * Awareness of the detailed texture of a site
- * Designers to learn about local culture
- * Participants to learn about design and technology
- * Establishing an ongoing conversation

AN INSPIRED DESIGN SCENARIO

The group in Oslo is affluent, well educated, and enthusiastic: We are proposing that they lead a communitywide conversation about social issues, publishing questions from the library that are sent for public response to electronic systems in cafés, trams, or public spaces.

DOMESTIC PROBES

(Gaver et al. 2004)

Design of domestic technologies often starts from “dubious stereotypes”

How can we shake up pre-conceptions?

DISPOSABLE CAMERA

Something you'd like to
get rid of

The spiritual center of
your home

Something red

How do people deal
with problematic
requests?

Accidental glimpses of
the home's atmosphere

Encouraging pictures
one might not normally
take.

FRIENDS & FAMILY MAP

Draw relations on a
provocative
background:

- Dante's heaven & Hell
- Trees on a mountain slope
- A cricket pitch

Encouraging volunteers
to think of relationships
in a new way.

Commentary on
research practices that
impose the
researchers' point of
view on participants /
phenomena of
observation

DREAM RECORDER

Digital recorder that
shuts off after 10
seconds.

No ability to edit.

Unexpected insights
Powerful & poignant
life & personality
summaries

HOW CAN YOU EXTRACT USER REQUIREMENTS FROM DREAMS?

You can't!

HOW CAN YOU EXTRACT USER REQUIREMENTS FROM DREAMS?

You can't!

The probes are incomplete, unclear, and biased.

They are mysterious and elusive.

SO, WHAT ARE THEY GOOD FOR?

Make the familiar strange.

Make the strange familiar.

Reminder that we can't really look into the heads of our users & know them completely or fully.

Encourages **storytelling**.

SO, WHAT ARE THEY GOOD FOR?

Insight into others' personalities & emotions

A concrete reference point for future design work

- What systems would our volunteers like?
- What issues do our designs address?
- What experiences are important to volunteers' daily lives?

SUPPOSEDLY NON-SCIENTIFIC GUIDELINES

- Unambiguous questions → what you already know.

Absurd questions → surprise

- Summarizing returns → an average that's true to no one individually

Unusual outliers → most inspiration

- Justifiable accounts & mediating representations → blunt designer/volunteer conversation

Imaginative engagement & storytelling → can be most useful for inspired new design

COLLAGE

“Allows participants to visually express their thoughts, feelings, desires, and other aspects of their life that are difficult to articulate”

COLLAGE



Participants working with various collage materials.



Participant engaged in the collage-making process to communicate personal impressions of information technology, today and in the future.

From *Universal Methods of Design*

A COLLAGE KIT

Individual Creation

Presentation to Group or
Researcher (Record or
take good notes)

Giving guidance:

- Past, Present, Future
- About a phenomena or object
- About an experience

Paper

Images

Shapes

Markers

Stickers

Glue sticks

Pre-defined list of words

DO: USER RESEARCH

Part 3: Cultural Probes & Collage

- Option 1: Do a cultural probe (seems unrealistic)
- Option 2: Do a collage (more realistic!)
- Option 3: Do 2 more interviews (?)

I will update the website later today.

SCHEDULE CHANGES

Fewer readings for Thursday!

- New questions for the response (as of last Thursday)

Added a lecture about heuristics & good interface design.

Extra Credit reading responses are both during week 10 now.

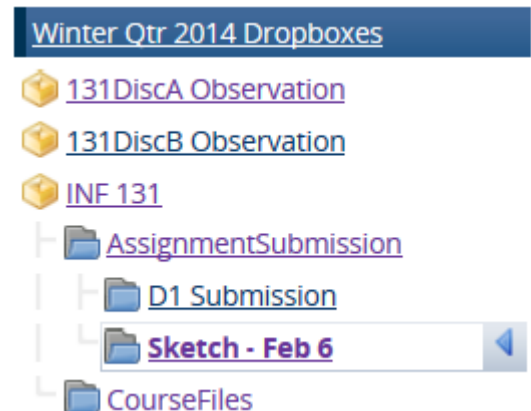
SKETCHING THURSDAY

Take a photo of your favorite sketch on Thursday.

Upload it to EEE before class. (required)

- Email me if you really do or don't want to share yours. (optional)

We're going to talk about a few of them in class!



MID-TERM EVALUATION

http://eee.uci.edu/toolbox/eval/take_intro.php?eval_id=105741

1 point extra credit.