

# Diversity Cultural Differences

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# Diversity - Cultural Differences

- Definitions
- Why does culture matter?
- Cultural differences: theories
- Digital world: mini case studies
  - Websites
  - Design Strategies for Educational Apps



# Cultural Diversity

- **Dictionaries:**

- The existence of a variety of cultural or ethnic groups within a society.
- Refers to differences among people because of their racial or ethnic backgrounds, language, dress and traditions.

- **APA Psychology:** (1) The existence of societies, communities, or subcultures that differ substantially from one another. (2) Communities or subcultures that function within a larger society while maintaining their distinct cultural traits.

- **Wikipedia:** is often used to mention the variety of human societies or cultures in a specific region, or in the world as a whole.



■ Euphoric  
■ Melancholic  
■ Depressed



■ Classical  
■ Modern



■ Revolutionary  
■ Traditional



■ Sunny  
■ Cloudy



■ Tomato Europe  
■ Potato Europe



■ Wine Europe  
■ Beer Europe  
■ Vodka Europe

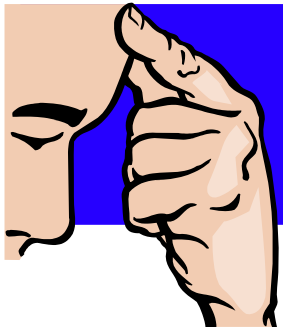
# What is culture?

- The beliefs, values, norms, practices, meanings and symbols (to communicate the meanings) that people develop, share and learn as members of a certain group
- A mental program instantiated in patterns of thinking, feeling and potential acting (Hofstede, 1997)

Forms our Identity



Shapes our Understanding and Perceptions



Shape our use of technology



# Why Culture Matters?

## It affects...

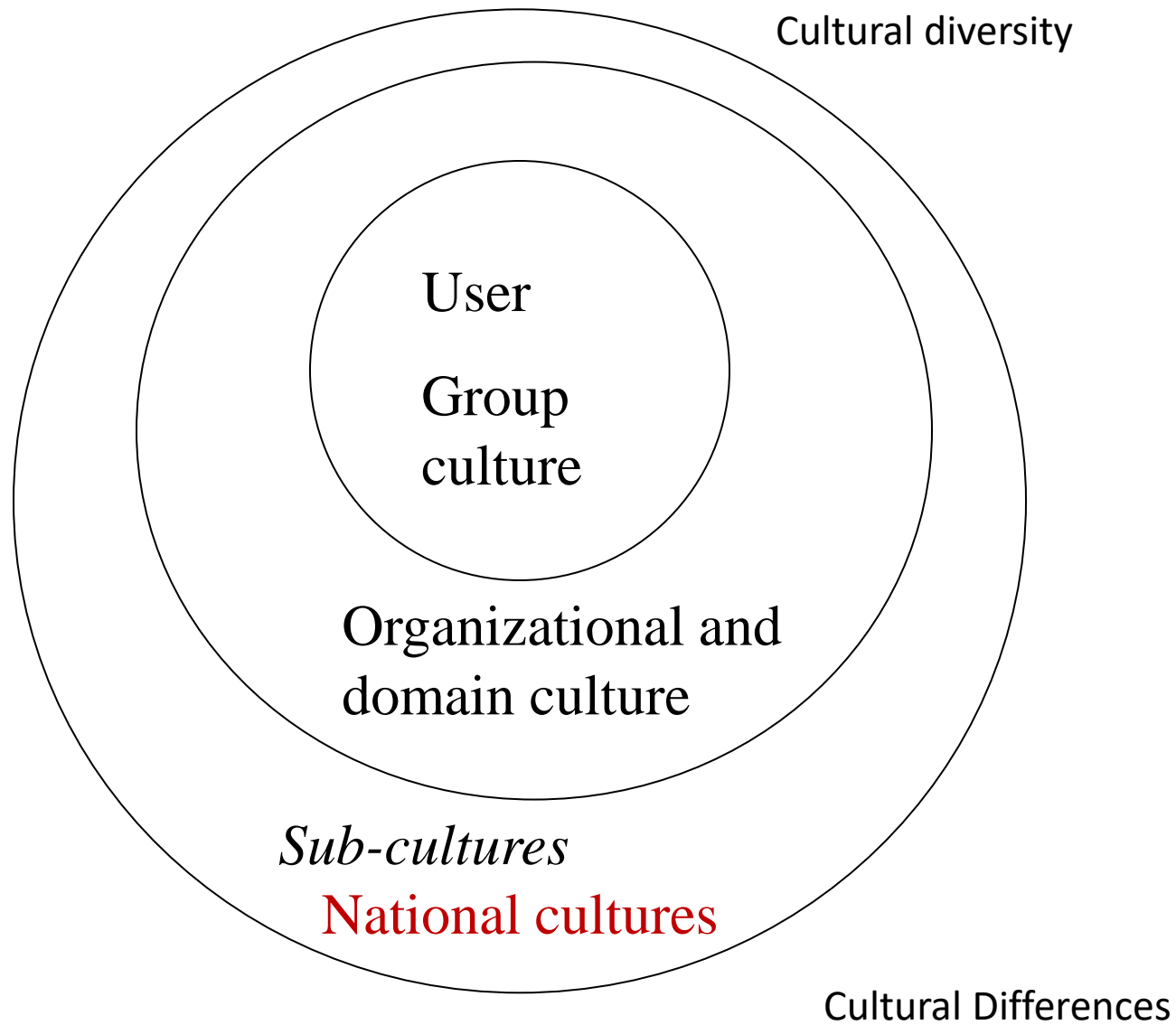
- Communication
- Body language
- Perception of time
- Help-seeking, help-giving behaviors
- Attitudes and beliefs about ...
  - Law and order!
- How we see the world

The cross-cultural kaleidoscope™ A systems approach



# Cultural Awareness

- To understand the reasons for our actions and reactions
- To realize that the socially acceptable/ unacceptable within a culture are only '**natural and common sense**' because they have been learned from an early age
- Understanding yourself, for understanding others
- Self-awareness helps us acknowledge that we are shaped by the world around us.



## **Levels of Culture**



# Understanding Cultural Differences

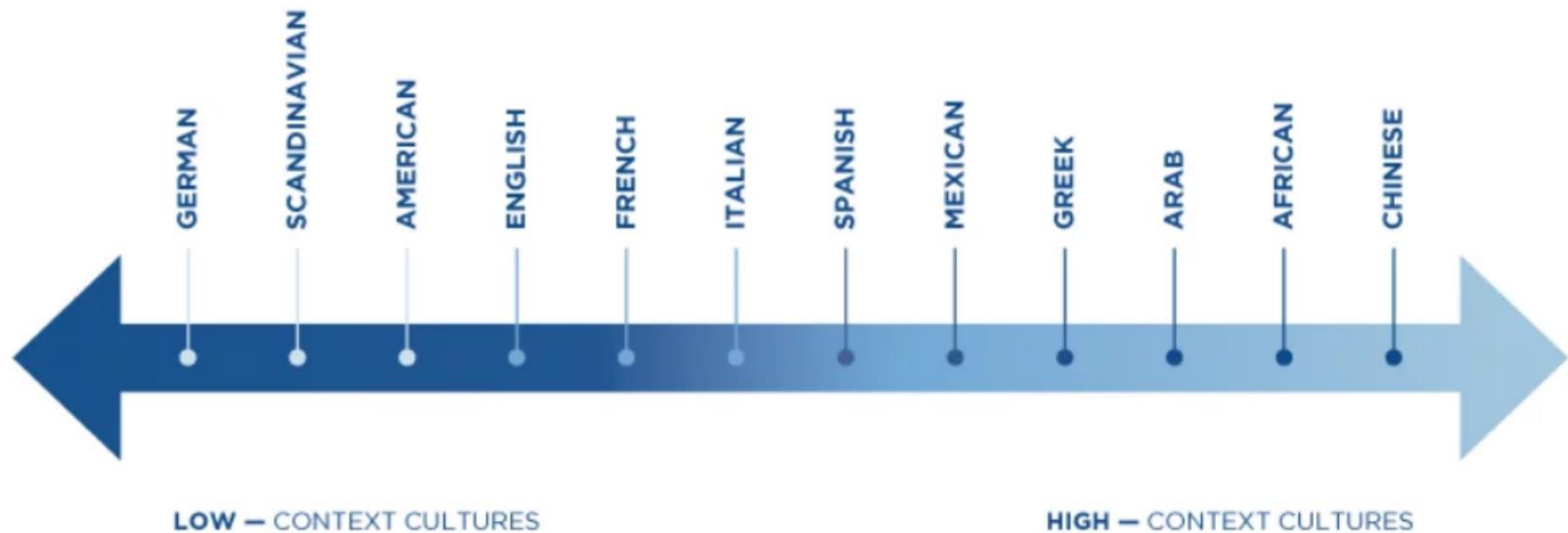
High-Context Culture

vs.

Low-Context Culture

Hall (1990, 1976)

Factor	High-context culture	Low-context culture
Overtness of messages	Many covert and implicit messages, with use of metaphor and reading between the lines.	Many overt and explicit messages that are simple and clear.
Locus of control and attribution for failure	Inner locus of control and personal acceptance for failure	Outer locus of control and blame of others for failure
Use of non-verbal communication	Much nonverbal communication	More focus on verbal communication than body language
Expression of reaction	Reserved, inward reactions	Visible, external, outward reaction
Cohesion and separation of groups	Strong distinction between ingroup and outgroup. Strong sense of family.	Flexible and open grouping patterns, changing as needed
People bonds	Strong people bonds with affiliation to family and community	Fragile bonds between people with little sense of loyalty.
Level of commitment to relationships	High commitment to long-term relationships. Relationship more important than task.	Low commitment to relationship. Task more important than relationships.
Flexibility of time	Time is open and flexible. Process is more important than product	Time is highly organized. Product is more important than process



# Understanding Cultural Differences (2)

- **Hofstede**

- National cultures differ on several dimensions:
  - Power Distance
  - Masculinity-femininity
  - Individualism-collectivism
  - Uncertainty avoidance
  - Short/long term orientation

# Case study: website design

- Can we use Hofstede theories for website design?
- Study of university websites:
  - Hofstede dimension: Masculinity-femininity

- **Feminine values**

- Equal opportunity
- Tenderness
- Good Relationship
- Personal development
- Quality of life
- Caring for other


- **Masculine values**

- Ambition
- Competition
- Authority
- Study Hard
- Toughness
- High Performance

Välkommen till Luleå tekniska universitet - Netscape 6

File Edit View Search Go Bookmarks Tasks Help

http://www.luth.se/



**luleå**

Universitetet | Utbildning | Forskning | Kalendern | Pressmeddelanden | Lediga tjänster |

>> Internat >> In English >> norrbotten.se >> Teknikens Hus Kl: 14:08 Datum: 7/5-2002

### Det skapande universitetet

Ny kunskap uppstår ofta genom nya möten. Det vill vi ta till vara på i vår utbildning och forskning. Idag är vi ca 11 300 studenter och 1400 anställda som arbetar för att skapa ny kunskap, tillsammans. Det skapande universitetet ska vara en mötesplats för integrerat kunskapsbyggande och kännetecknas av ett gemensamt skapande av kunskap, där lärare, studenter, forskare och det omgivande samhället deltar aktivt, på jämbördiga villkor. [Läs mer >>](#)

### ARENOR

Utbildning som aldrig förr!

**Moderna utbildningar för de nya jobben**

Måltalo Research Centre inbjuder till tävling för LTU:s alla studenter.

### Läsa i Luleå

- >> [Utbildningar 02/03](#)
- >> [Beställ katalog](#)
- >> [Utbildningsinfo](#)

### Det händer på universitetet

12 miljoner till student- och forskningsprojekt om mobila tjänster. Studenter och forskare 2002-5-7

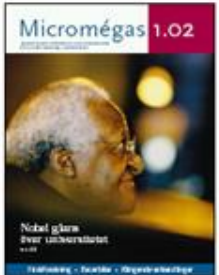
Besök av

### Nyheter

[Garagevägen till doktorshatten](#) [2002-05-07]

[50 sökande till Arena lärandes forskarskola](#) [2002-05-07]

[Alumni i Trollhättan](#) [2002-04-29]



**Micromégas 1.02**

Nobel-glän över universitetet

NÄRINGSLIV  
Kontakter inom forskning och utveckling.

SKOLA  
Kontakter och info för grund- och gymnasieskola

LULEÅ TEKNISKA UNIVERSITET  
universitetsområdet, Porsön  
971 87 Luleå  
Tel. 0920-49 10 00  
Fax. 0920-49 13 99  
universitetet@luth.se  
Webbredaktör

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Università degli studi di Brescia - Netscape 6

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http://www.unibs.it/

## Università degli studi di Brescia




Piazza Mercato  
San Faustino

- RETTORATO
- FACOLTA'
- DIPARTIMENTI
- TELEFONI
- BIBLIOTECHE
- DIDATTICA
- EVENTI

### L'ATENEO IN RETE

- [Amministrazione](#)
- [Consiglio della Ricerca](#)
- [Esami di Stato](#)
- [Segreteria Studenti](#)

### DALLE FACOLTA'

**Cerca/Trova:** seleziona le tue ricerche per docente, materia, corso di laurea

**Dalle presidenze delle facoltà:** quadro completo di lezioni, esami, ricevimenti e news

### LINKS UTILI

**Elenco telefonico:** gli indirizzi di posta elettronica ed i numeri di telefono del personale docente e personale tecnico ed amministrativo.

**Navigazione:** alcuni siti per l'esplorazione in Internet.

**Accesso rapido ad altre pagine:** contributi e collaborazioni

**Borse di Studio, Stages ed altro per gli Studenti**

### Le Facoltà

- [Economia](#)
- [Giurisprudenza](#)
- [Ingegneria](#)
- [Medicina](#)

### I dipartimenti

- [Economia](#)
- [Giurisprudenza](#)
- [Ingegneria](#)
- [Medicina](#)

### Le biblioteche

**Finanziamenti europei per la ricerca scientifica**

**NEW Informazioni per STUDENTI**

**NEW Iscrizione agli esami ON-LINE**

**NEW VULCANO: Vetrina Universitaria Laureati con Curricula per le Aziende Navigabile On-line**

**Statuti e regolamenti:** [statuto dell'Università \(Gazz. Uff. n. 263 dell' 11/11/97\)](#)

- [regolamento amministrazione](#)
- [contabilità](#)

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# Web Design Issues

- Interpretation of meaning
  - Different cultures attach different meanings and interpretation to a website design
- Information, Information architecture
  - Classification: is tomatoes with the veggie or fruit?
- Emotional experience
  - Vary across cultures (intensity, impacts)
- Cross-cultural usability
- Conclusion: as a developer / designer, you must understand the cultural priorities or the value system of the web users



HOW TO

## Make your own Christmas decorations



Every year we say to ourselves we'll make our own decoration cards, for that personal touch.

Life usually gets in the way but there are loads of apps on the App Store right now that can help you create your own Christmas. Read on for more.

共贺新春

## 你和你的年



让全世界都和你一起欢庆

过，年，啦！能让孩子、青年、老人喜悦呼喊出来的日子，一年里只有春节。

这是因为，不论长幼妍媸、贵贱贫富，此刻每个人其实都在为自己祝福。

9:41

Hoy

VIERNES, 20 DE MARZO

## Hoy

DESTACADO

### ¡Ahí viene la Catrina!



Únete a la celebración del App Store.

EVENTO DE TIEMPO LIMITADO

### Día de Muertos llega a Free Fire

من APP STORE

## اكتشف تطبيقات وألعاباً رائعة

تحياتكم من فريق تطوير

صورة فهد

إن App Store هو المكان الأمثل للعثور على أفضل التطبيقات والألعاب، حيث يمكنك الاستفادة من النصائح حول التطبيقات التي نوصيها، واكتشاف كل ما هو جديد عن طريق التوصيات المصممة خصيصاً لك. والآن مع iOS 13، يمكنك الاستمتاع بتجربة أفضل في App Store باللغة العربية.

## Diwali



our celebrations with apps.

Apps will help you to sparkle during this festival of lights. Happy Diwali!

# Designing Educational Apps across countries: Globalization and Localization

- Globalization: one product fits nearly all
- Translation: straightforward language conversion
- Localization: altering a product so it suits a specific country or region
  - Translation is not enough
  - Deals with User Interface issues
  - Requires more time and resources



# Localisation & Apps

- ***Fundamental issues:***
  - Menu and message text must be translated
  - Times Zone
  - International Calendars – Islamic, Buddhist, Hebrew, Japanese
    - Required for correct presentation of dates
- ***Accommodating for cultural differences:***
  - Is the color symbolism meaningful for the target culture?
  - Do icons have designs that could be misinterpreted in another culture?
  - Cultural stereotypes must be removed



# Conclusion: Cultural differences

- Embracing Cultural Differences
  - Technology and their relation to culture
  - Cultural competencies and educational software
  - Innovation: Cultural Technology
- Technology and Culture
  - The importance of cultural diversity in AI ethics
  - Value-Sensitive Design
  - mHealth for Africa

