

Cultural influence on digital design

文化对于数字化设计的影响

Simon Mahony

s.mahony@ucl.ac.uk

This presentation contains material taken from a Master's level module, Electronic Publishing, taught at the Department of Information Studies, University College London and several workshops run in Chinese Universities. For more details and the rest of the collection see the cover sheet at: <http://ucloer.eprints-hosting.org/55/>

Supported by



Acknowledgements

With thanks and acknowledgement for the translations, some of the ideas and examples to Liu Bingjun (UCLDH Master's student)

Also for help with translations and the processing of these files to Yaming (Cindy) Fu research student at the Department of Information Studies, UCL

Cultural influence

文化影响

- How do cultures differ 文化有哪些差异
 - Expectation 期待
 - Experience 经验
 - Values 价值
 - What have you noticed? 你还注意到什么?
- How does that differ for digital products?
这些差异对电子产品的影响?

Cultural differences

文化差异

- Learning style 学习方式
- Attitudes to change 面对变化的态度
- Aesthetic taste 审美
- Decision making 决策
- Learned and shared knowledge 知识的学习和分享
 - Symbols 符号
 - Heroes 英雄
 - Rituals 仪式

Attempts to classify culture

文化分类的尝试

- Management consultants 管理顾问
- Geert Hofstede
 - Programming of the mind 思维的总体规划
 - Makes one group unique from another 促成一个群体的独特性
 - Unwritten rules of social interaction 未成文的社会往来规则
- <https://geert-hofstede.com/>
- In Chinese via Baidu

Hofstede's Cultural Dimensions

Hofstede 的文化维度

- Measures: 方法:

Power Distance

权力距离

Uncertainty Avoidance

不确定性规避

Individualism/Collectivism

个人主义 / 集体主义

Masculinity/Femininity

男性化 / 女性化

Long-term Orientation/Short-term Orientation

长期取向与短期取向

Hofstede's Cultural Dimensions

Hofstede 的文化维度

- Measures: 方法:
 - Willingness to accept unequal power distribution
愿意接受不平等的权力分配
 - Extent to which society fears and avoids uncertainty
恐惧的程度和不确定性规避程度
 - Extent to which people define themselves as part of group
在群体组织中个人定位的程度
 - Extent to which society favours gender traits
社会对性别特质偏向的程度
 - Focus on tradition and future reward versus change and the present
关注传统和未来回报 vs 改变和当下

Attempts to classify culture 2

文化分类的尝试 2

- More management consultants
更多的管理咨询
- Fons Trompenaar's Dimensions
Fons Trompenaar 的维度说
 - Common communication 公共交流
 - System of shared meaning 系统的意义共享
 - Shared beliefs 共享信念
 - The way the group solves problems 团队解决问题的方法

Fons Tromperaar's Dimensions

Fons Tromperaar 的维度学

Measures:

- Rules and values take precedence over individual needs
规则与价值优先于个人需求
- Relationships and situations are more important than rules and laws
关系与情景比规则和法规更重要
- Responsible for self or for the greater society
个人责任和社会责任
- Focus on specific facts vs diffuse relationships
关注特殊事件 vs 扩散关系
- Emotions openly expressed or improper to show publicly
情感的开放表达或公共场合的不恰当展现
- Status depends on accomplishments not birth and wealth
状态取决于成就而不是出身与财富
- Time is distinct or time is flexible
时间是明确的或者时间是灵活的
- Differing views on nature; it can be controlled or humans just one element
对于自然的不同看法；人类掌控自然还是人类只是其中一部分

Some similarities

Some differences

一些相同
一些不同

- Mainly surveying managerial staff
主要调查管理人员
- Standard teaching in business schools for multinational companies
商务学校为跨国公司所开设的标准化课程

Questioning Hofstede's research?

对 Hofstede 研究的质疑

- Limited sample: IBM employees 1967 and 1973
有限的样本：只针对 1967 年和 1973 年 IBM 的员工
- China closed and not included
并没有将中国包含进去
- Single attribute per country
每个国家单一属性
- Stereotyping
固定研究模式
- No allowance for multicultural society
没有考虑多文化的社会
- No allowance for change
不接受改变

Questioning Hofstede's research?

对 Hofstede 研究的质疑

- China included in later survey, linked with teachings of Confucius
后来对中国进行了调研，却和教学及孔子之道联系起来
- Commercial airline pilots and students, civil service managers, 'up-market' consumers, and 'elites'
商业航线飞行员，学生，公务员，高层次消费者和 '精英'
- Founded on business and enterprise
建立于商业和企业
- Hence 'Intercultural Management' not national culture
因此 '跨文化管理' 并不是国家文化

Visual identity

视觉识别

- Cultural icons 文化符号
 - Symbols differ in meaning
符号拥有不同的含义

Example: Chinese dragon and Western dragon

示例：中国的龙和西方的龙

Chinese dragon = power, strength and good luck

中国的龙象征：权利，力量和好运

Western dragon = fire breathing destroyer

西方的龙象征：喷火的破坏者

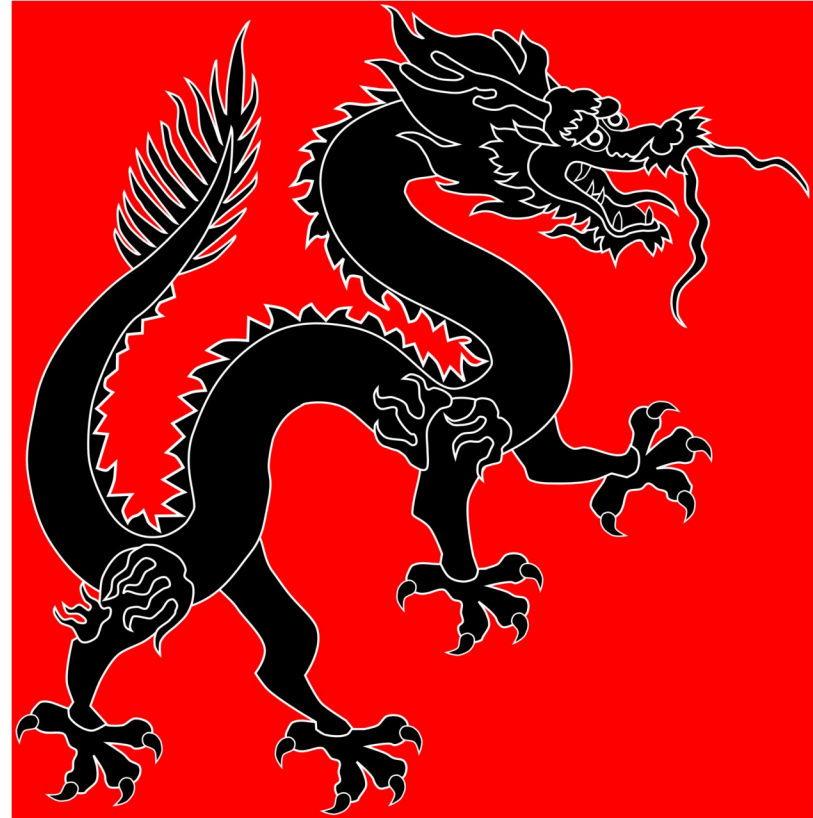
Image of Smaug – the
dragon in The Hobbit

Image of Chinese dragon



Fire breathing Western dragon

https://en.m.wikipedia.org/wiki/File:Dragon-Linda_BlackWin24_Jansson.jpg
[public domain]



Chinese dragon

https://commons.wikimedia.org/wiki/File:Chinese_black_dragon_red_background.svg
[CC BY-SA 3.0]

Interface Design

界面设计

- User expectation
用户期待
- Users get experience from other websites / Apps
用户在其他网站／应用上所获得的经验
- West: clean and functional
西方：简洁并且注重功能性
 - Sub-pages with content 子网页的内容
- China: everything there 中国：什么都有
- Arabic: everything on home page 阿拉伯：什么都在主页上

Interaction function

交互功能

- China: gives hints > what is popular
中国：给予提示 > 流行趋势
 - Focus on what other people have bought
关注别人买什么
- Amazon UK: what are you looking for?
英国亚马逊：你在找什么？
- Amazon CN: suggestion in search bar (toys/games)
中国亚马逊：搜索框中的搜索建议（玩具／游戏）

Slides removed

Examples of shopping websites

- Jd.com
- Joybuy.com
- Alibaba CN
- Alibaba UK/USA
- Taobao
- Amazon CN
- Amazon UK
- Amazon USA

App function

应用功能

- CN – many functions
中国 – 多功能
- UK – single function > working flow
英国 – 单一功能 > 工作流程

Typography

排版

- Different length of characters 字符长度不同
- English needs more space 英国单词需要更多空间
- Chinese allows more space 中国汉字允许更多空间
- Appropriate typeface / fonts 恰当的使用字样／字体

Social media conventions

社交媒体的习俗

- Sina Weibo: social function plus news and media
新浪微博：社会功能加上新闻和传媒
- Combines functions
结合多种功能
- subjective vocabulary
主观性的表达
- Western social media separates news and private sphere
西方的社交媒体区分新闻和私人领域

Logo Design (images removed)

商标设计

- Chinese style logos 中国式图标
 - WeChat
 - Tencent
 - Sina Weibo
- Western style logos 西方式图标
 - WhatsApp
 - Twitter
 - Facebook

Logo Design (images removed)

商标设计

- UK University logos 英国大学图标
 - examples
- Chinese University Logos 中国大学图标
 - examples

Name of product

产品的名字

- Marketing 市场
- Identity 身份识别
 - Examples of institutions 机构示例
- Visual identity 视觉识别
- Digital identity 数字身份

Style of popular App game

流行的游戏软件的界面风格

- West 西方：
 - Story 故事
- East 东方：
 - Fantasy 玄幻
 - Ancient times 古代
- Some common themes but different operation
一些相同的主题但是不同的操作
- Time travel 穿越
 - UK to the future 英国偏向于去未来
 - China to the past 中国偏向于穿越回古代
- Focus on what is important in society 关注社会中重要的事情

Examples of phone games 手机游戏示例

- Candy crush
- Candy crush Soda
- Onmyoji yin yang shi
- Fantasy character game (Chinese)
- Mac App Store: 欢乐玩斗地主