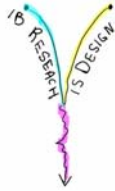


Lost In Translation Towards Mutual Understanding

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Two cultures

IB Research

- Observation
- Precise description
- Abstractions
- Human focus
- Activities and context
- Problem-oriented
- Analysis-oriented
- Disciplinary
- Courage

IS Design

- Intervention
- Creativity/innovation
- Artifacts
- Technology focus
- Tasks and interaction
- Solution-oriented
- Service-oriented
- Interdisciplinary
- Courage

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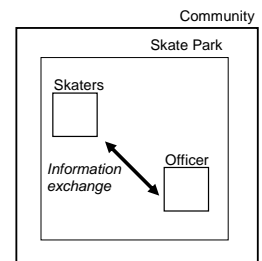
What happens at a skate park?

Teenagers were skate boarding,
watching each other, taking to
each other, performing
challenging moves ...

Then, a police officer dropped by
...

He drove his motorcycle over the
ramp ...

He talked with the skaters ...



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Classes of mistranslation

- Recommendations
 - Often are not **specific** enough
 - Thus, only loosely informative, constraining
- Detailed accounts & models
 - Often lack **applicability**
 - Difficult to represent as concrete artifacts

Observations

1. Translation is problematic but not new
2. Will come **more** problematic
 - Specialization (and growth) of technology
 - Wider participation in design
 - More settings to study (___ Informatics)

- *Point of talk*
 - Need to engage the problem by seeking mutual understanding

CARE: Computer-Assessment & Risk reduction Education

- Objective
 - Reduce behaviors that put people at risk of being infected with a STI
- Technology
 - Tablet PC & rule-based system for estimating risk and suggesting changes in behaviors
- Information
 - The right information (and not too much)
- People
 - Young adults, especially of low economic standing

Hendry et al. (2004). Evaluating paper prototypes on the street. In CHI '05 Extended Abstracts

Criteria

- **Specificity, content appropriate**
Research in Information Behavior must apply to the actual concerns of the target domain
- **Applicability, process appropriate**
The use of Research in Information Behavior must conform to the processes of the application target domain

Carroll, J. M. (Ed.). (1991). *Designing Interaction*.

Interaction design

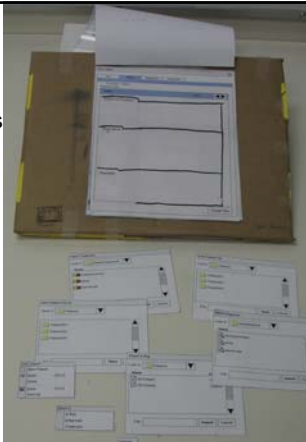
Four stages

1. Welcome
2. My Risks
3. Thinking it Through
4. My Plan

- Cardboard box
- Ballpoint pen
- Twenty paper screens

- Intercepted people in the street
- Role played scenario
- No images/audio

- MD & Researcher



In sum ...

Paper prototyping on the street is an example research method with high **specificity** and **applicability**

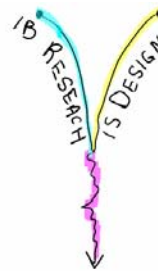
Findings led to significant changes in the interaction design

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Procedural Factor	Street	Lab
Target use setting	No	No
Participant recruiting	Opportunistic	Scheduled
Moderator control	Limited	High
Data capture options	Limited	Many
Team observation	No	Yes

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Takeaways



- Translation is difficult – normal, to be expected
- Imperative: Work toward mutual understanding
- Its happening now

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Observations

- Enfranchisement & empowerment
 - Involving people trumped all other concerns
 - Participant stories challenged assumptions
- Identified usability problems
 - More difficult to manage on the street but problems readily identified
- Interactive ambiguity and improvisation
 - Crudeness of prototype was a benefit

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