Global Social Media Design

Bridging Differences Across Cultures

Huatong Sun

ABSTRACT

Social media users fracture into tribes, but social media ecosystems are globally interconnected technically, socially, culturally, and economically. At the crossroads, Huatong Sun, author of *Cross-Cultural Technology Design*, presents theory, method, and case studies to uncover the global interconnectedness of social media design and reorient universal design standards. Centering on the dynamics between structure and agency, Sun draws on practices theories and transnational fieldwork and articulates a critical design approach. The "CLUE² (CLUE Squared)" framework extends from situated activity to social practice, and connects macro institutions with micro interactions to redress asymmetrical relations in everyday life.

Why were Japanese users not crazed about Facebook? Would Twitter have had been more successful than its copycat Weibo in China if not banned? How did mobilities and value propositions play out in the competition of WhatsApp, WeChat, LINE, and KakaoTalk for global growth? Illustrating the cultural entanglement with a relational view of design, Sun provides three provocative accounts of cross-cultural social media design and use. Concepts such as affordance, genre, and uptake are demonstrated as design tools to bind the material with the discursive and leap from the critical to the generative for culturally sustaining design.

Sun calls to reshape the crossroads into a design square where differences are nourished as design resources, where diverse discourses interact for innovation, and where alternative design epistemes thrive from the local. This timely book will appeal to researchers, students, and practitioners who design across disciplines, paradigms, and boundaries to bridge differences in this increasingly globalized world.

KEYWORDS: Social media, global design, differences, cross-cultural design, critical design, practice, structure, agency, affordance, genre, uptake, mobilities, culturally sustaining design

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