A Journey Through Cultures

A Journey Through Cultures addresses one of the hottest topics in contemporary HCI: cultural diversity amongst users. For a number of years the HCI community has been investigating alternatives to enhance the design of cross-cultural systems. Most contributions to date have followed either a design for each or a design for all strategy.A Journey Through Cultures takes a very different approach. Proponents of CVM - the Cultural Viewpoint Metaphors perspective - the authors invite HCI practitioners to think of how to expose and communicate the idea of cultural diversity. A detailed case study is included which assesses the metaphors potential in cross-cultural design and evaluation. The results show that cultural viewpoint metaphors have strong epistemic power, leveraged by a combination of theoretic foundations coming from Anthropology, Semiotics and the authors own work in HCI and Semiotic Engineering.Luciana Salgado, Carla Leito and Clarisse de Souza are members of SERG, the Semiotic Engineering Research Group at the Departamento de Informtica of Rio de Janeiro's Pontifical Catholic University (PUC-Rio). EAN/ISBN : 9781447141143 Publisher(s): Springer, Berlin, Springer, London Format: ePub/PDF Author(s): Salgado, Luciana Cardoso de Castro - Leito, Carla Faria - Souza, Clarisse Sieckenius de

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