Research Synthesis

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MARCH EIGHTEENTH 2020

01.

Splitting our team

02.

HOW / WHY

More efficient in smaller teams
Interest in different research topics
Unknown Project Scope
Lots of items on Kanban board and prod. has to begin

Research Paths overview

Color Theory

A deeper dive into how color choice affects users. There are political, cultural, sensory, and aesthetic aspects of color. Additionally, it is a powerful tool in terms of branding and marketing.

Humor Theory

An analysis into the vast world of humor philosophy, or how humans perceive and react to humor. Is it useful? It is necessary? And finally, how can we do it right?

Disability/Accessibility

Analysis of the voting procedures in the US and how differently-abled people are compromised of their experiences.

Internet Inequality

A deep dive exploration into the disparities of internet availability between different areas of America, specifically between different socioeconomic groups.

Interaction

User flow, user journey

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Color Theory

Synthesis: What do you think?

04.

Color can be political

- The two party system in the US is red and blue. Often political media will utilize the red, white, and blue color scheme as well.
- "Bipartisan purple" is a combination of red and blue, when worn by a politician it represents national unity.

Color is emotional

- Color is powerful in that it produces dynamic reactions from people.
- Perception of color can be influenced by **age, gender, culture, ability, and external events.**

Color affects impressions

- Users often make split decisions that are influenced by color.
- Color has a positive affect on brand identity and user memory.
- At times, color can be instrumental in trust.

Our work so far

05.

Interaction Research

HOW WILL USERS INTERACT WITH OUR INTERFACE

CHECK OUT OUR MIRO BOARD

06. Humor Research

OR, HOW TO NOT BE FAKE

Humor is supplemental to education

which can connect people and lead to higher student/learner engagement. They also lead to a release of stress and can be healthy for individuals.

Millennials/younger generations love absurdist and “mean”/self-deprecating humor.

They’re also the age group with the lowest voter turnout.

Q: HAVE YOU DONE RESEARCH INTO ENGAGING YOUNGER VOTERS? HOW DID YOU GO ABOUT IT?

Humor works best when it’s targeted, but not exclusionary.

People want to feel like they’re part of the “in-group”, and an exclusive reference can stop that feeling. Conversely, humor that’s too generalized can seem fake and forced. Memes, when done right, can bridge this gap.

Humor makes people feel comfortable when interacting with technologies and conversational interfaces.

It can lighten up the mood and make a user feel okay with the interface. Humans also respond a lot better to (and judge less critically) chatbots with non-human faces. Anthropomorphized animals seem to lend themselves really well to this.

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08.

To mascot?
Or to mascnot?

Advantages

Studies have shown that mascots can be used as a great tool to gain trust. Along with trust adding a visual character can help in learning environments. Mascots give users an over sense of calmness to subjects that are usually more stressful.

Disadvantages

Although a mascot may be beneficial there is a possibility that if designed poorly a mascot could make our interface be perceived as childish. High School students want to be taken seriously not treated like children. Duolingo is a great example of an app that uses a mascot but isn't perceived as childish.

09.

Disability/ Accessibility

INEFFICIENCIES IN VOTING PROCEDURES

Disabled populations throughout the United States face physical, cognitive, and emotional impediments on the actual process of voting in person, lack of state regulations and inspections, and voting interfaces that challenge voters with disabilities.

Often times disabled populations use assistive technology to help them access and use the service in front of them. Allowing the implementation of assistive technology in an open API can prove beneficial for the disabled population.

Prominent Barriers

Polling Places

- **1 in 6 eligible voters in the US have a disability**
- Accessibility initiatives at polling places can range from **fixes to parking, ramps, doors, poll worker education, and location accessibility**
- In a national survey conducted by Rutgers University, **30% of voters with a disability report having some sort of difficulty when voting**
- Inaccessible polling places inhibits a negative emotional reaction to the voter - **“routinely discourages (them) from voting”**
- The US Government Accountability Office reported that **only 1 in 4 polling places are completely accessible**

The State

- **State inspections of voting accessibility have fallen nationally**
- A proposed legislation designed to increase the security and integrity of American elections can **possibly address suppressed voting rights of the disability community**
- “This issue is identified in the For the People Act and was also evident in the 2018 election cycle, when politicians **in several states attempted to use the Americans with Disabilities Act (ADA) in their voter suppression efforts, targeting inaccessible polling places in black and Indigenous communities for closure”**

Inaccessible Design

-Assistive technology is used to **compensate for disabilities**
- There is a **lack of implementation** of accessible design both intangible and electronic interfaces
- “Accessibility in learning shouldn’t be viewed as a compliance activity, rather **it should be embraced as a means of ensuring good design”**
- Electronic voting interfaces **challenge voters with low literacy**
- Literacy issues affect **43% of the adult population within the United States**

11.

Improving Standards for Educational Voting Systems

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- **Background**

  The scope of individuals with disabilities in America ranges far and wide, which makes up around 26% of the U.S. population. Combined with Pew Research Center's data we can estimate that around 2.44 million disabled individuals did not register to vote due to their disability or illness.

- **Common Barriers for Disabled Individuals**

  - Disabilities across the United States: (Mobility: 13.7%, Cognition: 10.8%, Independent Living: 6.8%, Hearing: 5.9%, Vision: 4.6%, Self-Care: 3.7).

- **Steps We Can Take in Improving Disabled Lives**

  01. Open Architecture System- Allow disabled individuals to implement their own medical device(s) to aid them through the process.

  02. Allow Users to Feel Included- Allowing the utilization of Personal Assistance Software. This will lift accessibility barriers to allow users to interact with our service.

  03. Conduct Usability Tests- To truly understand the user we must conduct usability tests with disabled individuals.

Internet Inequality

Keeping in mind that internet inequalities exist in our country and for our projects purpose is to reach as many people as possible thus our choice of a web app.

In your work how have you thought about how to make your product more accessible?

13. Gerrymandering and the Effects of Redlining

WHAT IS THE PROBLEM

Gerrymandering is the political manipulation of a state's redistricting for their own political gain. While racial gerrymandering is illegal, it is hard to prove that it happens because politicians use voter data and population to predict how different geographical locations will vote. And due to decades of institutional discrimination that led to the segregation of black and brown people in poor communities with struggling house markets, we know that race and income are highly correlated. So, this means partisan gerrymandering can pass for racial gerrymandering.

WHAT WE CAN DO

Many young voters and especially teens do not know what gerrymandering is or the effects of it. While there have been attempts to fix this inequality, the best we can do is spread awareness.

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Thanks for listening!