

Does Domain Change the Opinion of Individuals on Human Values? A Preliminary Investigation on eHealth Apps End-users

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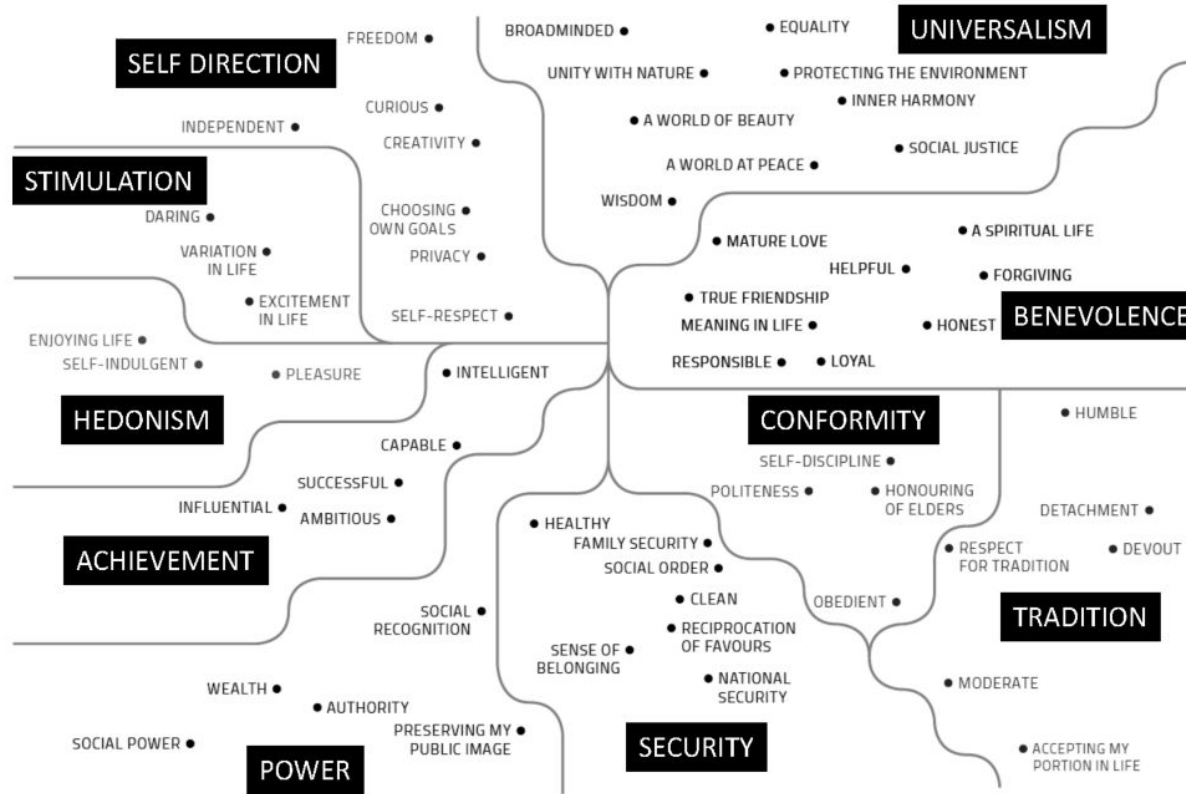
<https://www.monash.edu/it/humanise-lab>



HUMAN VALUES

- Guiding principles of what people consider important in life
- Determine human behaviour and attitude
- A guide for actions and a vehicle for expressing need

SCHWARTZ THEORY OF BASIC HUMAN VALUES



HUMAN VALUES IN SOFTWARE ENGINEERING



HUMAN VALUES IN SOFTWARE ENGINEERING



HUMAN VALUES ELICITATION INSTRUMENTS

*General values
instruments, e.g.,
Portrait Values
Questionnaire*

V S

*Customised values
instruments, e.g.,
Values QSort*

RESEARCH QUESTIONS (General Values Vs eHealth Domain Values)

- RQ1: What are the general human value opinion types of eHealth apps end-users?
- RQ2: What are the eHealth-domain human value opinion types of eHealth apps end-users?
- RQ3: Are there differences in the elicited human values opinion types based on the application of a generic values instrument versus a context-specific values instrument?

Q-METHODOLOGY

- Statements development
- Participants' recruitment
- Data collection
- Data analysis



EMERGING RESULTS - RQ1

- Human values based on a general values instrument
 - The fun-loving, success-driven and independent person
 - The security-conscious, socially-concerned, and success-driven person
 - The benevolent, success-driven, and conformist person

EMERGING RESULTS - RQ2

- Human values based on an eHealth domain values instrument
 - The security-conscious, reputable, and honest person
 - The success-driven, reputable and pain-avoiding person

EMERGING RESULTS - RQ3

- Clear differences in human values opinion types based on instrument type
 - When placed in the eHealth domain, people rated values differently than in the general domain
 - In some cases, people chose completely different values while in other cases a change in the hierarchy of values

IMPLICATIONS

- Hierarchy of values
- Values trade-offs
- The need for customised instruments



FUTURE WORK

- Interviews
- Group surveys



Thank you!

