

# USER NEEDS & ANALYSIS REPORT

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CSC318 Assignment 1

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# 0. Executive Summary

In this User Needs & Analysis Report, our group - AlphaCat, has finished five stages sequentially. We first conducted a detailed background research. Combined with results from our background research and personal experience, we decided to focus on the problem that lacking communication would result in a weak social fabric. After determining an initial problem statement, we conducted 3 rounds of field studies: 2 rounds of interviews and 1 round of questionnaire. During the field study, we refined our approach to addressing our problem statement as increasing frequency of communication between immigrants and locals, and thus, weaving social fabrics. Our data support our refined problem statement. We will present our detailed analysis in the report. Based on our conclusions of the field study, we designed over 20 job stories for different user motivations under different contexts. We categorized those job stories into 6 stages and concluded the most representative ones in our report. Last, based on everything we have, we designed functional requirements and summarize everything into this report.

# 1. General Problem

## 1.1 Project Introduction

As one of the most culturally diversified societies all over the world, the Canadian society has started to embrace multicultural ideologies since 1971 through Multiculturalism Policy. (Dewing & Leman 2006). From 1971 to 2011, the proportion of immigrants among the Canadian population had increased from 10.5% to 21%. On average, a total of over 200 thousand immigrants have moved to Canada each year in recent 10 years. However, some commentators have argued that the increasing number of immigrants, together with the policies on multiculturalism that it often gives rise to, has weakened the sense of national solidarity, which has thus further weakened social fabrication. (Bibby, 1994;). In this project, key issues on why social fabrics may be weakened in a diversified society like Canada will be investigated and analyzed. Above all, the ultimate goal of this project is to enhance social fabrics in such a society in order to improve the life satisfaction of both immigrants and locals, through a system centering on user experience.

## 1.2 Background Research & Problem Statement

Although there are plenty of theories that have been attempting to explain the reasons lying under the weak social fabrics in a diversified society, Berry, J. W., & Hou, F. concluded that among all common factors, for both immigrants and locals, the strength of social fabrics mostly depends on the level of integration. In terms of it, a high level of integration will contribute to a high level of life satisfaction (2016). The well-being of 7,000 immigrants in Canada were investigated by probing into their ways to engage in the host society and traditional culture. Results of this study show that the effectiveness of the strategy of

integration presents better performance on both forms of well-being life satisfaction and their mental health. Hence, integration plays an important role in improving life satisfaction, which also serves as a core concept in our problem statement.

### 1.2.1 Discussion of Common Challenges of Integration

Apart from the language barrier, there are also some other common challenges for immigrants to integrate themselves into a multicultural society. Based on observations and background research, some common and crucial challenges can be concluded as follows: Internally, immigrants and locals tend to have no interest to connect themselves to the community. Additionally, the cost of building up a cohesive environment in a diversified society requires not only resources such as time and money, but also collective contributions from everyone in a community, which is an arduous task to practice due to the opinion/fact that there are often quite few or just some insufficient gains for both locals and immigrants when compared with their contributions/costs.

Also, there are many other practical problems worth our attention. For example, locals and immigrants may psychologically have no urge to integrate themselves for lack of the courage to do so, especially for newcomers.

Meanwhile, (Mata, Pendakur 2013) proposed the reason why new immigrants display lower levels of integration engagement is probably caused by the time it takes to make contacts and become part of the community.

Externally, there usually exist conflicts between immigrants and native residents(locals) because of their distinctive cultural differences. Those conflicts are likely to decompose social fabrics and thus weaken social connections between immigrants and locals.

### 1.2.2 Discussion of Potential Solutions

Fortunately, based on our background research, there have been many suggestions on

potential solutions to helping people deal with those challenges:

1. A previous study by Stolle et al. (2008) finds that in the Canadian neighborhoods, negative impacts of diversity can be offset with regular interactions among neighbors.
2. Furthermore, meaningful interactions are beneficial to fostering more integrated, resilient and sustainable communities, which will have a positive impact on social cohesion (DCLG, 2009). To be more specific, meaningful social interactions refers to those that are (1) positive, (2) go beyond a superficial level and can be sustained and (3) take a number of forms. (Lloyd et al., 2016)

### 1.2.3 Problem Statement

To sum up, based on our observations and background research, it is discovered that it's painstaking and may take years for immigrants to integrate themselves into a diversified society. Besides, the level of integration plays a dominant part in people's life satisfaction. Therefore, by either lowering the costs or increasing the benefits for both locals and immigrants, there is a chance that we can make some impossible connections become true and increase the frequency of social interactions among members from the same residential neighborhood, especially between those immigrants and the native people. And ultimately, by increasing the frequency of communication between locals and immigrants, conflicts between the two parties are easier to prevent/resolve, and consequently, the process of integration of immigrants will be sped up. That will be helpful to weave social fabrics between immigrants and locals and achieve the purpose of our project as well.

### 1.2.4 Motivations Behind Our Problem Statement

When doing background research on immigrant integration, we've drawn an interesting conclusion: "language classes not sufficient, [immigrants are] still ill-prepared for language in the 'real world'." (Derwing & Waugh, 2012). As a group of immigrant researchers, we can't

agree more to this. While the language barrier is one of the most challenging problems that immigrants are facing when trying to integrate themselves into the host community, there also exist many other barriers we can be aware of besides the language barrier, such as the cultural and value differences. Moreover, being fluent in the native language is usually not sufficient enough for integration. As a result, this consequently drives us to look for an answer and design a system to handle the issue.

The reason why we choose to be located on local residential areas such as condos, apartments, and houses in a physical residential community is that home is one of the most primary and convenient sites where immigrants may have opportunities to establish social connections with others, especially in their early stage of integration. Moreover, spending time with someone in free time other than “being forced” to communicate at the workplace is useful to create a higher level of integration/acceptance.

Those two factors mentioned above motivate us in this project and it is our hope that our method would be effective in reality.

### 1.3 Stake Holders

Stakeholders will be all community members within a same residential neighborhood. More importantly, this involves not only native residents and permanent residents but also prospective immigrants with clear self-interest who are willing to engage in society.

In addition, it doesn't matter whether our users are fluent English speakers or not as long as they are willing to embrace a society with a diversified population.



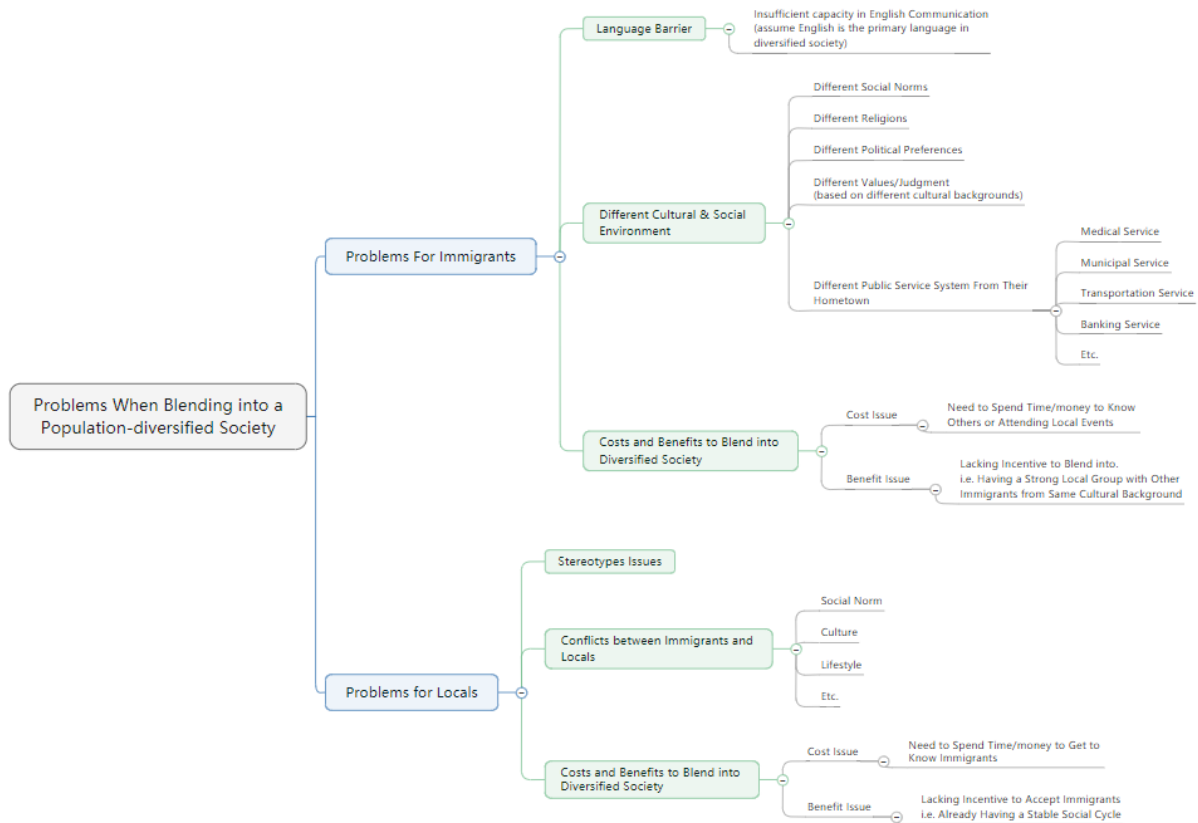
## 2. Field studies

### 2.1 Processes of Field Studies

#### 2.1.1 Our initial problem statement

There are two main reasons why we determined to be the fundamental issues: conflicts exist between immigrants and native residents, and the immigrants are lack of interest to adapt themselves to the community. In other words, building up a cohesive environment in a diversified society requires not only resources but also collective contributions from everyone in a community. This is based on the fact that the locals often have so little or insufficient gains that they need more efforts to practice while the newcomers (to step out from comfort zone) is lack of intention and courage psychologically and they may have scheduling problems realistically. Hence, we would like to address the poor interactions between locals and immigrants among such a community and thus weave social fabrics.

We copied our initial general problem here to show how we refine our problem statement later.



## 2.1.2 Our General Process

In general, our field study includes 9 stages. With 2 rounds of interviews and 1 round of questionnaires, we will articulate stage by stage in the following:

### Stage 1: General Discussion of Methods to Use

#### - Our Motivations

Before conducting any formative study, it is necessary to know whether our project direction is on the right track. Therefore, a pre-research interview must be done to confirm that our initial problem statement was worth to explore further investigations. Also, the formative studies should be generated based on a deeper understanding of how immigrants and locals think about the challenges of integration.

- **Choices Discussion**

there was a limited number of choices that we could make because we would like to do the pre-research study effectively. It would cost too much time and energy to do the Questionnaires since a lot of time would be spent on generations of questions as well as spreading out questionnaires. Without a considerable number of responses or getting randomized respondents, the credibility of the results will be greatly reduced, which is a huge risk to take. Moreover, it's hard to follow up with respondents in form of questionnaires. Instead, interviews, especially unstructured interviews, could help us understand immigrants in both width and depth. We can ask questions with wide topics, and we can follow up as many questions as possible if interviewees are willing to answer.

- **Advantages and Disadvantages**

We are familiar with both the advantages and the disadvantages of the unstructured interview. Information that is obtained in the unstructured interview is usually in a casual manner, which can help to increase the reliability and credibility of respondents. However, the unstructured interview requires interviewers equipped with a great deal of excellent interviewing skills. After taking both sides in to account, we decided to choose unstructured interview as the method of our pre-research study.

## Stage 2: Unstructured Pre-research Interviews

- **Effectiveness Analysis**

9 immigrants have been invited to participate into the pre-research interviews and some interesting stories were obtained. Since it's unstructured, more views from interviewees can be heard. Also, this productive pre-research study is the basis of many key questions in the following studies.

- **Problems We've Met during Unstructured Pre-research Interviews' Process**

We are quite inexperienced in conducting unstructured interviews. Therefore, we wasted multiple times on unnecessary information which is not related to topics. Also, we found that it's very difficult to compare and analyze data/result from different unstructured interviews.

### Stage 3: Conclusions Drawn from Pre-research Interviews

- **Key Interesting Insights**

1. Some immigrants are usually discouraged to contact locals due to the failures or conflicts that they have attempted or experienced in connecting to locals.
2. There are some good topics for immigrants to start conversations with locals.
3. Immigrants found themselves hard to be blend into a diversified society due to language barriers.
4. Most Asian immigrants still cannot be fully integrated into the local community although they are fluent in English.
5. Some immigrants confirmed that it might take years to feel being integrated into Canadian society.

- **Follow-up Questions**

Some of the conclusions from our background researches got confirmed by our interviewees' experiences. However, we've got some follow up questions. For example, we would like to further investigate how and where immigrants and locals start to communicate (Insight 2). Also, we would like to confirm some insights we've got. For example, immigrants are usually lack of courage to contact locals due to the failures or conflicts that they have attempted or experienced in connecting to locals. (Insight 1)

- **Refine Problem Statement Based on Conclusions**

Since our conclusions were confirmed and supported by the results, it wasn't the time to refine our problem statement yet in this stage.

#### Stage 4: Discussion of Which Method Should Be Used as Formative Study 1

- **Our Motivations**

Based on the previous study, the goal of formative study 1 is to further explore and investigate the challenges immigrants may have met during different stages of the integration process. Also, it would be double confirmed that those conclusions/insights from the previous study are representative and common to be seen among all immigrants.

- **Choices Discussion**

In this stage, a pre-research interview has been completed and some conclusions were also drawn from it. However, these conclusions that were drawn according to our previous study are more intuitive, subjective and quite hard to be summarized. Therefore, to gain deeper qualitative but comparable responses by using an instrument is necessary. Natural observation is not a suitable method since it's hard to dig deeper and answer following-up questions which have been generated from the previous study's result. Although the questionnaire method is good in confirming our conclusions, it's still hard to ask follow-up questions. Therefore, the semi-structured interview was conducted in this stage as our formative study 1.

- **Advantages and Disadvantages**

Although a limited number of the interviewees may limit our scope of thinking, we are able to get detailed answers, which will give us insights on the right direction and ultimately contribute to refining our problem statements, through semi-structured interviews. In addition, it's a semi-structured form, which means

that we have opportunities to ask deeper questions based on interviewee's response.

## Stage 5: Formative Study 1: Semi-structured Interviews

### - **Techniques Analysis**

We conducted both face-to-face and phone interviews. For people within our reach, we tried to adopt a face-to-face interview, while others we preferred the phone interview, whose results could be recorded for the further study. It's up to the interviewee to decide the place to conduct the interview because we want them to feel comfortable during the interview, which could help to make results more reliable and credible. All of our interviewees are just acquaintances who are not within our daily interaction. Thus, compared with interviewing friends, we may reduce social desirability with our current interviewees. Our interviewees were required to sign a consent form before the interview. In total, there are 18 questions on the interview script, which consists of four aspects that we concern about most.

Firstly, as a warm up, we asked background information for future categorization of how people with different cultural backgrounds integrate into the Canadian society. Secondly, we checked their levels of English proficiency in order to confirm our assumptions that despite of familiarities with dominant language, communication skills also matter. Thirdly, we asked about their social networks in order to predict their stage in integration. Lastly, we asked their suggestions for future immigrants in order to gain knowledge of what factors they consider are valuable during their own process of integration.

We developed our script by prioritizing open-ended questions, for example,

asking them to describe challenges they were faced with when starting conversations with people from different cultural background in the third section.

- **Effectiveness Analysis**

12 interviews of our acquaintance were conducted, among which 3 interviewees are local Canadians and the rest interviewees are immigrants who had been picked from random backgrounds. According to the results, some of our previous conclusions were disapproved, like the conclusion that it's very common for immigrants to have conflicts with local people. Also, through the semi-structured interviews, we had acquired a deep understanding about the reason why it is hard for the immigrants to integrate themselves into the local society and what factors may promote to start a conversation between locals and immigrants.

- **Problems We Have Met During Formative Study 1**

In Studio 1, we were questioned about potential social desirability bias in choosing acquaintance as our interviewee. But we note that topics where socially desirable responding (SDR) is of special concern are sensitive issues involving self-reports of abilities, personality, sexual behavior, and drug use which are neither in our interview questions nor our research topic. It may be an advantage to interview acquaintances since interviewing acquaintances often gets more detailed responses, which will help us build a deeper understanding. However, we do agree that convenience bias is hard to avoid completely due to limited resources and time under the context of course project.

## Stage 6: Conclusions Drawn from Formative Study 1

- **Data collected**

Interviewee's responses were collected as audio records and summarized notes.

Based on these collected data, some insights were concluded as follows.

- **Key Insights**

1. We found an interesting pattern that immigrants interviewees all claim they've had conflicts with locals during interaction but only interviewee #1 reported once went into trouble of having sensitive religious debate with immigrants while the rest claimed none.
2. Supporting evidence to our addressing problem was also found. Even though immigrants who can speak English fluently have difficulties in fully expressing themselves when communicating with locals, which may thus cause misunderstanding and potentially lead to conflicts. It proves that despite of the language proficiency, communication skills and shared goals and interests are also key factors that actually matter.
3. We discover that regardless of ethnic cultural backgrounds, deep motivations for people to interact with each other fall either into knowing the individual and respective culture or to exchange basic survival information.
4. Another interesting finding is that second generation immigrants may be confused by the sense of identity which might make them struggle in finding himself or herself unique for the society due to high diversity in the society.

- **Follow-up Questions**

Based on interviewees' response, follow-up questions were raised to explore deeper in what they think, and how they react, for example by asking their strategies to cope with conflicts. We also developed our script by not asking any leading questions that will bias our interviewee to answer what they think we want which prevent social desirability as much as possible.

- **Reflection on Data Gathering Methods**



Some of our interview questions were found confusing, and were needed to provide more explanation, despite we have piloted on one of the teammates (interviewer: Janet, interviewee: Benjamin) who did not participate in generating the interview scripts and have modified based on his reflection.

- **Refined Problem Statement Based on Conclusions**

Most of our interviewees expressed willingness to engage in conversation with people from different cultural backgrounds, which is different from what we had speculated before. We assumed that the immigrants who were lack of interests to step out from their cultural comfort zone might just want to make friends with the same ethno cultural background. After we concluded insights from formative study 1, we decided to modify our problem statements. Instead of only helping initiate interaction between any two people, we want to improve the quality of interaction between them and the people they have chosen, which will help them to get engaged in positive social interactions. Moreover, critiques from studio point out the broadness of our focus topic, thus we decided to narrow our scope from general population to community members within a residential neighborhood. According to Wu et al., 2010 and Sampson et al., 2002, neighborhoods provide an important context for social interactions and shape the opportunities and life chances of their residents.

## Stage 7: Discussion of Which Method to Use as Formative Study 2

The goal of this study is to confirm controversial problems from results of our first study, to confirm that some phenomenon is actually universally existed, and to gain further knowledge on how they start and maintain relationships.

- To quantify results gained from the first study, we will use questionnaire, which reaches out for a large range of participants (both age and cultural background), and which can identify differences in targeting sample's social network.
- The difficulty of getting enough details in behavior that one choose to do may lie in the disadvantage of using questionnaire, which requires time for articulation and patience in writing down answers and which is also inflexible for answering any questions which is confusing.

## Stage 8: Formative Study 2: Questionnaire

### - **Techniques Analysis**

There are two language versions for our questionnaire, which target for three categories of residents in Canada and consist of 20 questions for immigrants including background checking and 1 validating question.

Our target population covers current immigrants, future immigrants and local people.

There are about 6 aspects in our questionnaire for immigrants to be answered, including background, knowledge of current community, existing connections in current community, shared interests between neighbors, conflicts and evaluated experience, while only the last 4 aspects are needed to be answered by the local people since locals are native to the community with rich understanding on the residential community.

The questionnaires were compiled on Google forms and were distributed through social media platforms by using snowball technique and in person (one of our teammates went to the Tim Hortons at College Park which is around his live place, and handed out tablet to random people). A validate multiple choice question was set in order to verify they are not randomly selecting an answer. Google form

provided us with shuffling option order where we use in degree measuring questions. It also provided progress bar and section jump according to response for us to develop three versions for participants from different backgrounds (locals, immigrants and prospective immigrants, others). After collecting all responses, the participants that are in the group of “others” shall be filtered firstly since they are not the target of our research topic, but we still encourage them to provide us with information about how they integrate into the society because their responses may contribute to our future design.

Gender is not considered as our questionnaires do not involve questions which gender sensitive or gender are oriented. Instead, we do want to find the relationships between age or cultural background and time of staying in Canada. Most researchers it has been assumed by most researchers that high levels of cohesion and social capital in a community will be reflected in high levels of trust between individuals. based on this, we decided to ask questions that will evaluate trust level. (Chan and Chan 2006, Stolle et al., 2008, Portes & Vickstrom, 2011) Hence we ask the question “how comfortable are you living in an ethnically diverse neighborhood?” “to measure their openness and social trust level, a question derived from the argument provided in “being in physical proximity to people of different ethnic background is expected to affect people’s estimation of the trustworthiness of the generalized other. “(Dinesen & Sønderskov, 2015) We ask all participants to rank their preference on topics they would like to communicate with the other party (immigrants or locals). In light of study 1, the mostly mentioned strategy interviewee used to start connection with another person is to find a common topic, which we would like to use to engage people together with their shared interests in our later design.

The number of familiar neighbors from counter-party and frequency of contact during leisure time are interviewed to investigate more casual forms of interethnic contacts thus implies social integration. The number of known local/immigrant neighbors is larger, the more interethnic contacts they will have, and thus they will more integrated into the society. Also, spending time with someone in free time other than at workplace express a higher level of integration/acceptance as one is not "forced" to communicate with others but from their bottom of heart, willing to do so.

The question "Do you feel at home in Canada?" was asked in terms of sense of belonging to Canada to repeatedly validate the level of integration by immigrants, which is also an validating question as it conveys similar meanings of the question "To what degree do you agree to the following sentence: I feel like Canada is my home?"

To validate the pattern that we discovered before, the question about whether they have conflicts with the other party is also asked.

#### - **Problems We Have Met During Formative Study 2**

Despite of the responses that we had received, there were only little useful and considerate short answer responses. Participants often write down "none" or only one thing where we expected as many answers as possible.

#### Stage 9: Conclusions Drawn from Formative Study 2

There were 215 responses that were collected in total. By filtering out the participants which are not of our interests and removing some of the responses that fail the validation, there are 126 useful samples, in which 30 from locals and 96 from immigrants and prospective immigrants from up to 22 different countries and districts where majority are from East Asian countries and districts. Most of our questionnaires are done by 19-24 young people

(university students), who are our convenient samples while also fitting into the trend for large number of international students becoming immigrants.

- **Key Insights**

- Compared to locals, most immigrants expressed less openness and social trust to their community as well as the community members. Immigrants feel less secure living in the diversified neighborhood.
- Locals and immigrants both provided little conflict experiences. Though less extreme as our interview results, more responses on having conflicts were still given by the immigrants than local people. Conflicts on different policies than their home country or culture misunderstanding exist, which also aligns with reflection from few of our long-term immigrant interviewee (Benjamin #4 and Janet's interviewee) who have trouble in interacting and connecting with new immigrants who do not obey local policies but act with instincts.
- There is a clear inverse between locals and immigrants on number of known neighbors. Immigrants appear to know few local neighbors, indicating that there is still a large space for improvement on their connection to the community. It can help them engage more to the neighborhood by knowing more people.
- Both groups indicate low frequency on interactions, which can prove that our project is promising to enhance social fabrication among neighborhoods. As expected, local people demonstrates better performance.
- By comparing interests preferences, local people shows slightly more preference on talking about family than immigrants which we suspect is

attributed to their well-established connection to the community that allow them to navigate the society more securely.

- Positive correlation between time and number of known neighbors suggests over time immigrants are slowly converging to integration.
- Interestingly, even for immigrants who have come earlier to Canada, they still interact few times with local neighbors, which consolidates that the climbing is a pain point for immigrants of any length of living.
- Immigrants that interact with native neighbors more frequently feel higher sense of belonging to the society which contributes to their integration process.

- **Refined Problem Statement**

In general, higher frequency of communication contributes to better engagement to society for immigrants, which demonstrates in higher sense of belonging, that is, feeling more at home, and demonstrates in higher social trust between individuals in the shared community which measure social trust. Both of them are important factors which play an important role in determining the evaluation of immigrants' integration processes. Hence, we shifted our focus from engaging people into meaningful social interaction into increasing frequency, which can help to promote the formation and development of a sustained relationship which will eventually contribute to their integration.

## 3. Job Story

### 3.1 Job Story One

When I first came to a community with few acquaintances, I wanted to have more interaction with my neighbors so as to get necessary assistance from them when needed. Therefore, I hope to acquaint with them by participating in some community activities, like family gatherings, volunteer activities and so on.

### 3.2 Job Story One Interpretation

From our formative study #1, it is found that the majority of interviewees indicated that they were willing to participate in local community activities. However, the questionnaire results illustrate that 46% of local residents and 72.2% of immigrants do not even know that there are some events available in their community.

### 3.3 Job Story Two

When I met a new neighbor in the community, I want to know him so that I can get views from different perspectives and exchange unfamiliar local communication information (such as information related to welfare, tax, insurance etc.) with them. As a result, I will observe the activities he is involved in (such as walking a dog and shopping with a baby) and then approach them with related topics, which can help to break the deadlock.

### 3.4 Job Story Two Interpretation

Based on the information we provided in formative study#1, many interviewees made recommendations on common topics during interactions. Moreover, one of our interviewees

suggests that observation will be a good strategy during the very first interaction. This job story is generated to help immigrant to get know of more common topics.

### 3.5 Job Story Three

When I meet my neighbors, I want to improve my relationship with them so as to help enrich my life experience in the local community, therefore, I will try to find some shared interests or activities.

### 3.6 Job Story Three Interpretation

This job story is generated to develop the connection between neighbors based on that shared interest. From our formative study #1–interview, the following scenario can be noticed. Five interviewees have claimed that shared interest is the most important factor in interacting and making friends with others. Although some of our Interviewees with good English proficiency have stayed in the US for a quite long time, they still have difficulty in finding friends when first came to Canada.

### 3.7 Job Story Four

If a conflict occurs:

when I have a conflict with my neighbors, I want to resolve it in a peaceful way, which can not only ensure the integrity of friendship, but also deepen the understanding of each other.

If there is a controversy:

when I accidentally let each other participate in a controversial debate, I want to avoid potential conflicts, in this case, I will change the subject of the discussion and avoid mentioning the” dangerous” topic being mentioned again.



### 3.8 Job Story Four Interpretation

In the formative study # 2, we have noticed an interesting scenario: the number of conflicts increases as the frequency of interaction increases. Through the study of this scenario, we find that the possibility of the occurring of conflicts in the interactions of neighbors is very high.

This job story is generated to give some insights on avoiding conflicts caused by a controversial debate. Based on the analysis results of both questionnaire and interview, we found that the strategy proposed by some participants “to avoid sensitive topics when talking with others” is beneficial to avoid conflicts and improve communication comfort.

### 3.9 Job Story Five

When I succeeded in establishing continuous connections with one of my neighbors, I want to have more interaction with him by jointly attending more local events, which will not only help maintain our relationship, but also let me have a chance to get in touch with his friends, eventually expanding my social network.

### 3.10 Job Story Five Interpretation

After analyzing the data, we collected in formative study#2, it is found that 55.1% of local residents know more than 5 immigrant neighbors, while about 55.2% of immigrants only have connections with less than 3 local residents in their community.

In addition, 75% of immigrants have less than one meaningful interaction with the locals in the community each week. As the data indicated, the majority of immigrants have no connections with the locals, and this job story attempts to help solve this scenario by giving some suggestions to help them increase the frequency of interactions and the number of

acquaintances in the local community. By participating in activities with acquainted people, it's advantageous to help enhance their relationship, expand the social network, and makes them feel more comfortable when attending activities.

## 4. Experience Map

The Experience Map provides a visual representation that illustrates the flow of the user's needs, wants, expectations and overall experience for a specific goal, which helps us identify well-functioning experience, breakdowns and issues, and parts of the experience and transitions between parts are not supported.

After the analysis of the results of formative studies, we made Job Stories so as to clearly demonstrate how “communication” is completed by people. The job stories have presented stages along the journey, which cover the scenes of pre-communication, during communication

and post-communication. Based on the formal structure of the stories, we can easily perceive people's behaviors, thought and feelings. Eventually, pain points have been concluded based on their feelings and thought. Brainstorms also helps to the completion of pain points.

We set the Experience Map for the Immigrant/Local Communication Experience. It is determined according to the focus of our problems as well as the communication frequency between the immigrants and locals. In the experience journey, one thing required to be specified is that we not only pay attention to what immigrants do but also the actions of the locals.

The first stage of the journey is “Reaching-out” which refers to the scene that people (immigrants or locals) first settle-down in a community. People during this stage want to know more people in the same community. Based on our job stories and results from formative studies, people find activities and attend those they are interested in to meet more people. At this stage, we focused on immigrants for their average shorter length of living in a

community. However, locals may have a similar problem since the composition of their communities is changing. We concluded this stage as “Reaching-out” since it is a process that people reach out to find opportunities for connections. We attached the abstract figure in the “Doing” part to represent the idea.

The second stage is for the scene during the events or activities people attended at the first stage. People willing to know others will try to observe people’s actions or listen to what people are talking about. They find topics that people shared similar interests and hope to talk about the topics with those people. People then will check whether the topics are suitable to be mentioned at the first meeting, like things related to privacy. Afterward, people will start the conversation and/or more interaction and hope to establish a connection with those people. The quality of the connection depends on how well they interacted at that time. Some results of the formative studies show examples like one got to know others well after being a good teammate to play basketball once. There are some cases that people don’t experience a good interaction at the first time. Some people said they would walk away and maybe find other people to talk. Then it goes back to the beginning of the stage. During this stage, it is mainly about how people approach others to have an interaction. Another figure presented in the center concludes the process.

The next stage is about reinforcing the connection after successful connection between people. It is important for people to keep in touch for a better connection. With contacts, they can share their interests and activities as well as other information. They can attend more activities and have more interaction after then. Some conflicts may occur during the process. Especially for immigrants as the results of formative studies mentioned, they have run into more problems with local people. People will try to deal with the conflicts and evaluate the relationship with their friends. Some people tend to interact less with those they don’t like and go back to the beginning stage to make other friends. Others may try to interact more to

improve the connection with their friends. In the figure for this stage, highlights on arrows show the reinforcement of the connection.

The last stage is for that people have made great connections with their friends (locals connected with immigrants or vice versa). People will join more activities with the friends and keep a frequency of interactions to maintain the connections. People also meet friends of their friends or other acquaintance during those activities. During the process, people expand their social network and more connections established. Hopefully, with those many connections, people engage more with the community.

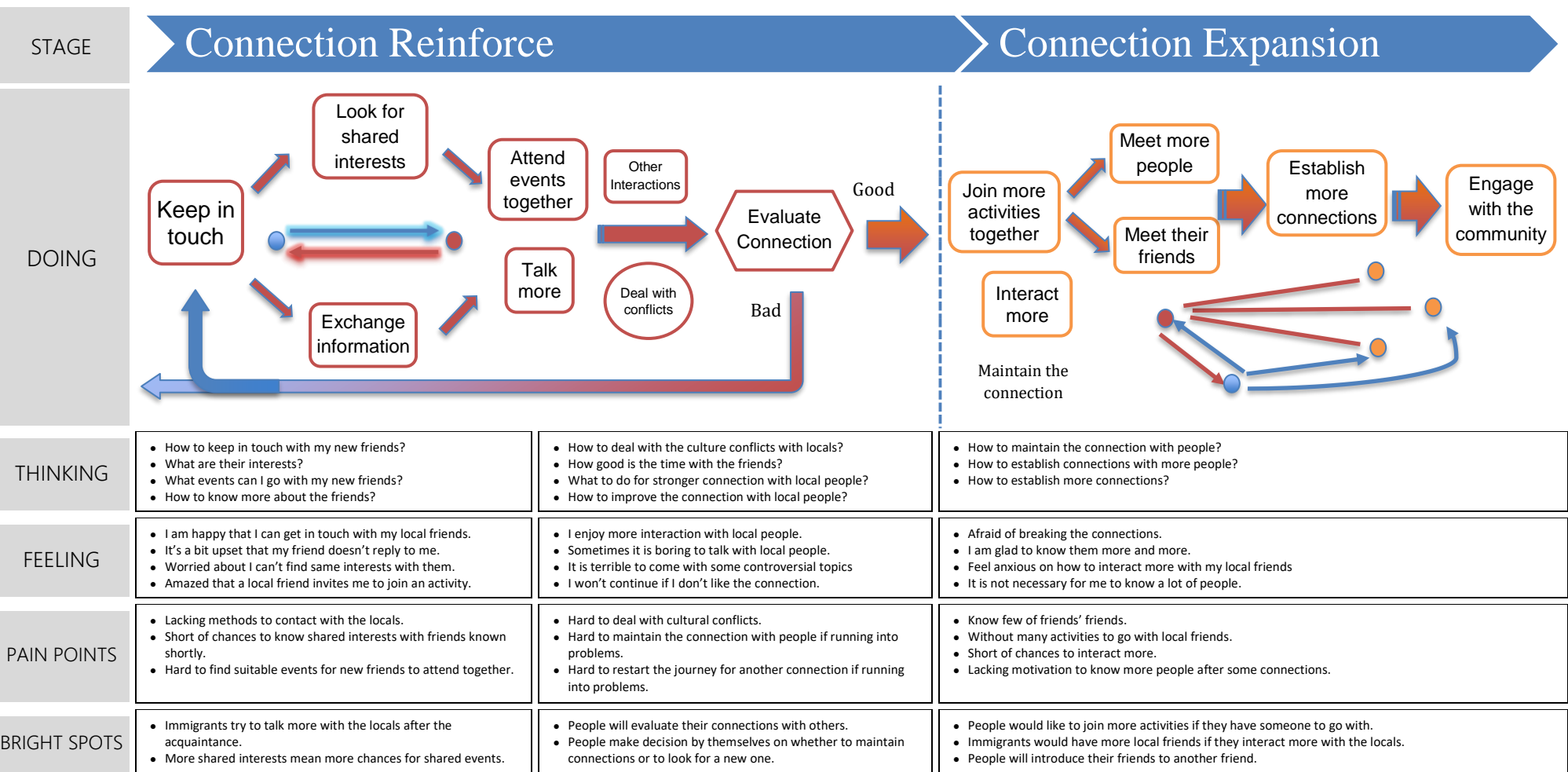
Based on what we extract and conclude, we finished the list of people's "Thinking" and "Feeling" and got the pain points and bright spots. Opportunities presented in the last part arise from the pain points. The main idea is to provide methods for people to share more information and communicate more frequently. It is corresponding to our problem statement and the results of formative studies.

## Journey



Provide more helper information on language and expression.

Journey



Opportunities

Provide methods for them to keep in touch.	Present information for activities about shared interests.	Help people find and solve the conflicts	Help immigrants to find more local people with the same friends.	Encourage people to know more people other than friends
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## 5. Functional requirements

### 5.1 Function Requirement 1 and Interpretation

Our application should focus on increasing the number of neighbors that can help build connections in a physical location.

According to the questionnaire data, more than 55% of immigrants only have communicated with less than three local neighbors.

The more immigrants are familiar with their neighbors, the more likely they are to integrate into the local community. Moreover, talking to neighbors can not only provide immigrants with important information about the local society (such as welfare, insurance, tax, etc.) but also give them more chance to enjoy local life and culture.

On the other hand, according to our interviews with local people, it is found that they are very likely to benefit from communicating with their immigrant neighbors. Just as one of the interviewees pointed out that “Every cultural in the world is attractive, and has unique advantages”, communicating with immigrants provides them with interesting insights from different cultures and broadens their horizons.

Maintaining good relationship with your neighbors will also help to alleviate people’s daily tasks.

Let’s assume of the following scenario:

you are a parent and the time your kids after school is much earlier than your off-duty hours. After knowing that kids of a neighbor also study in the same school as your kids, he can easily pick them up without any extra efforts, which means that you can focus on your work without having your children wait at school for a long time.



## 5.2 Function Requirement 2 and Interpretation

Our application should provide more opportunities for those people that searching for neighbors with shared activities and common interests.

During the interview, almost every interviewee claimed that common interest is one of the best topics when they are trying to make a conversation with strangers. Unexpectedly, some of them claimed that in addition to language skills, the shared interests and activities are the most important factor in determining the intimacy of their relationship with people from different countries.

By organizing the results of the interview, most of our interviewees believe that shared activities and hobbies effectively helped them interact with other community members and better integrate into the local community.

Base on the data we extracted from the questionnaire, out of all the 100 responses, food, sports and movies accounted for approximately 60% among all shared activities and hobbies of both local residents and immigrants.

Therefore, both local residents and immigrants will be more willing to integrate themselves into the local community if they find people with the same hobbies and activities just like themselves.

## 5.3 Function Requirement 3 and Interpretation

Our application should provide assistance for new immigrants to help them avoid sensitive topics and activities during their connection with people having different cultural background, thereby reducing conflicts.

One of the interviewees described the following scenario for us: One day, she payed visit to her friends from Middle East and had a dinner together. According to Chinese etiquette, she brought them some meat as gift for so as to share during the dinner. However, what she did

not know was that people did not eat pork according to Islam, , she accidentally insulted them even though her original intention was warm-hearted.

After studying the results of the questionnaire, we find that approximately 15% of participant claimed that the avoidance of sensitive topics is important during the conversation in a local community.

Therefore, by focusing on avoiding sensitive topics and activities, we can reduce the unnecessary conflicts in the communication and improve the comfort level during the connection among community members, thereby enhancing the social fabric.

## 5.4 Function Requirement 4 and Interpretation

Our application should help immigrants and the locals start a conversation with their unfamiliar neighbors. To be specific, providing them with insights on which topic is inappropriate when they are talking with people from a particular culture for the first time and guiding them how to start a conversation in a genuine way.

In the modern world, making a connection with people is the most important step in integrating oneself into the local community. Meanwhile, each relationship starts with a conversation.

Base on the data we collected, one of the immigrant interviewees and approximately 10% of immigrants participated in our questionnaire claimed that they never initiate a conversation with local people. By extracting insights from the interview, we know that the main cause is that they lack confidence when they talk with people from different culture background. They thought that they might inadvertently insult others by talking something that is inappropriate in the local cultural though it is acceptable in their own countries.

In the questionnaire, about 10% of participants suggest that one shouldn't talk about sensitive topics when talking with strangers for the first time, such as politics and religions. If our application could collect and show more detailed information on sensitive topics related

to different cultures, it will definitely make preparation for the needs of both immigrant and the locals and increase their confidence in starting a conversation.

On the other hand, one participant hinted at us concerning how to start a conversation with strangers. She usually starts with praising the clothing of that unacquainted neighbor, such as “You wear a nice necklace”. Since then, they start talking about their own hobbies and family. Just a few minutes later, their relationship changed from strange to familiar.

More than 30% of the participants are immigrants and local groups, who claimed that they will usually initiate a conversation by talking about the weather. On the other hand, some of them gave us a hint that it is a good idea to talk about a topic according to the identity of a stranger. (For example, if you are talking with a new parent, you had better focus the conversation topic on their kids and if you are talking with students, you can focus on the topic concerning their university life).

Therefore, our application should also focus on providing people with tutorial suggestions concerning how to approach a stranger and what is the common way for the local residents of different culture when they greet each other and start conversations. (Such as hand gesture, mannerism and what are some of the common topic in the daily conversations of local people)

## 5.5 Function Requirement 5 and Interpretation

Our application should focus on helping people maintain relationships with their neighbors by increasing the number and variety of local community activities , thereby helping them get promotions.

Relations change over time. Although someone might be the closest friend at this moment, they might become strangers several years later if they fail to maintain relations.

Base on scholars’ research, activities held in the local community will definitely enhance the social fabric and maintain neighbor’s relationship by increasing the frequency of connections between people.

Some of the interviewees claimed that some community activity, such as going to the church, is a very good way to not only integrate into the local community, but also help new immigrants get lots of useful information if they are not familiar with the customs and administrations after moving to a new society.

However, after organizing the response we get from the questionnaire. Surprisingly, more than 75% of immigrants and 44.8% of local people participate in less than one community-based activities per week. Some participants even claimed that they had never taken part in any local activities after coming to Canada.

Although in some communities, a variety of events are held by community members, such as going to church and celebrating holidays. However, new immigrants might fail to obtain the information related to such activities. Therefore, in order to solve this problem, one of our functions should focus on encouraging the promotion of the activities so as to help more people to know about the activities, thereby letting them attend them.

On the other hand, our function should also provide people with the opportunity to organize and promote the activities on their own. In the local community, many neighbors might share similar interests. For example, since sports is one of the most shared activities selected in the questionnaire, our application should give the community an opportunity to hold some sports competitions, such as basketball game or arrange some events, such as hiking.

## 5.6 Non-functional Requirement 6 and Interpretation

Nonfunctional requirements

### 1. Usability

λ Our application should have options for choosing different language settings owing to the fact that some of our target users are immigrants with limited knowledge in English

### 2. Environmental:

### 3. Technical:

a) Our application can be displayed with different degrees of brightness so as to ensure that our users can make advantage of it indoors or outdoors.

#### 4. Security

λ Our system will require users to enter their passwords in order to log in.

λ We will investigate the background of all users in the system since we want to make sure that there are no criminals or terrorist would make advantage of the system for illegal activities

λ We will respect the privacy of our users to ensure that, no third party would have access to their personal private information, such as home address, phone number, etc.

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# Appendices

## A1. Formative Study 1 Protocol

1. **Project Title:** Communication Between Immigrants and Locals
2. **Investigators:**

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Du, Zilun	<a href="mailto:Zilun.du@mail.utoronto.ca">Zilun.du@mail.utoronto.ca</a>
3. **Purpose:** The purpose of our research is to study the relationship between immigrants and the locals to help us derive the requirements of a designed interactive computing medium designed to provide new immigrants with assistance. A brief description of our design problem is about the challenges that new immigrants had faced when communicating with the locals.
4. **Process to be followed:** We will briefly introduce the purpose of the study to the participants and explain the consent form to them so as to ensure that they can sign the consent form. Then, we will ask the participants to take part in a semi-structure interview between fifteen minutes and half an hour. Moreover, we will record voices or videos based on the types of interview (we are using phone and face-to-face interview) after receiving their permissions. , Face-to-face interviews will mainly be conducted in participants' workplace.
5. **Participant selection:** Participants will be chosen from both immigrants and the locals. They will be identified via some basic background questions and selected based on their status in Canada. In general, they will be characterized by nationality.
6. **Relationships:** Our relationship with the participants can be described as follows: we just know each other but don't have close relationship.
7. **Risk and benefit:** There will be minimal risk for the participants, for example, they may feel that they have wasted their time. The only benefit lies in the fact that it contributes to the education of the investigators. Participants can withdraw at any time whether before or during the study without any explanation.
8. **Consent details:** We will briefly introduce the purpose of the study to the participants, and explain the **attached consent form** to them so as to ensure that they can consent to participate in it and sign the consent form.
9. **Compensation:** Participants will not receive any compensation.
10. **Information sought:** The information to be sought is described in the attached question protocol, recorded voices, and videos.



11. **Confidentiality:** Investigators will keep the information confidential. Names or other identifying or identified information will not be kept with the data. Another unique usage is to include excerpts or copies in the assignment submitted for academic purpose in the University of Toronto, csc318 Design of Interactive Computational Media 2018 Fall.

## A2. Consent Form

### **Consent Form: Communication Between Immigrants and Locals**

I hereby consent to participate in a research study conducted by \_\_\_\_ for an assignment in University of Toronto Computer Science 318, Design of Interactive Computational Media.

I agree to participate in this study, the purpose of which is improve interactions between immigrants and locals.

I understand that

- The procedures to be used are interview.
- I will receive no compensation for my participation.
- I am free to withdraw before or any time during the study without the need to give any explanation.
- All materials and results will be kept confidential, and, in particular, that my name and any identifying or identified information will not be associated with the data.

#### **PARTICIPANT**

Name (please print)

Signature

Date

#### **INVESTIGATOR(s)**

Name (please print)

Signature

## A3. Interview Script

### 1. Background Questions

1.1 How old are you?

1.2 Can you tell us about your family cultural backgrounds?

1.3 Are you an immigrant or a prospective immigrant?

(An international university student is treated as a prospective immigrant if they decide to stay in Canada after graduation)

**If not, jump to question 2.5**

1.4 Where do you come from?

1.5 Why did you come to Canada?

1.6 How long have you been in Canada?

### 2. Language Level Self-assessment & Language Barriers Context Questions

2.1 How long have you been living in an English environment?

2.2 How comfortable are you with English?

2.3 Describe the difference of you between communicating in your mother tongue and communicating in English?

2.4 Describe the challenges when trying to start a conversation with locals if there is any.

What are your strategies to overcome those challenges?

What are the results?

2.5 Describe challenges when communicating with immigrants (other immigrants) using English if there is any.

2.6 Describe awkward moments you experienced when trying to start a conversation with a people you don't know if there is any.

### 3. Making Connections Given Different Cultural Backgrounds & Conflicts Related Questions

3.1 What're your motivations when you communicating with people from other cultural backgrounds?

3.2 Describe some of your friends who have different cultural backgrounds if there is any.

3.3 Without considering language proficiency, describe some difficulties you have met before when you are making new friends who have different cultural backgrounds.

3.4 Describe some conflicts between you and others who have different cultural backgrounds if there is any.

### 4. Diversified Society Related General & Opening Questions

4.1 What are the challenges when you were trying to fit into a diversified society like Canada?

4.2 Based on your experience and observations, do you have any suggestions for immigrants when they are trying to integrate themselves into culture-diversified society?

## A4. Interview Data (Transcription & Manuscript)

### *Interviewee 1*

1.1

I am twenty

1.2

I would say we are very traditional and we still hang on with some old values

Where your parents from?

We are from China originally, although we live in Canada for a long time we still hold some culture values in Chinese.

1.3

It's hard to classify, but I would say I am more close to native

2.4

When communicating with immigrants, you know every language has its own dialect and frequently used unique expressions, so as natives I knew to them within the culture, so it's usually quite difficult for them to understand, and frequently turns expression, so that's a challenge you have to work around that

What are your strategies to overcome those challenges without considering improving anyone's language proficiency?

As I mention before, because these are very commonly used expressions or some strange words that are usually very specific with their meanings, you can often just describe the what you trying to convey in simpler term, that some that don't require big vocab and they will understand in a more native way of speak

What are the results?

Pretty good, when I do that both party, me and the person I am talking to can understand the communicate pretty well, and there no issue for don't understand

2.6

When you do try to break the ice, you have to try some generic "icebreakers", and often these questions are not detailed and you can't get the people know that you are asking them. Sometimes it feels awkward that they think you are not talking to them.

In this situation, are people you talked to a local or immigrant?

I would say both.

What are your strategies to overcome this challenge?

You know, as I said, because “icebreaker” is so generic, and so not personable when using it, I try to put a little twist on my quest like something makes it more ordinary to help start a conversation

What are the results?

Pretty good. Don’t expect, so when I do come up with a good icebreaker with a little twist. It helps to break the ice and make the communication easier

3.1

I would say try to understand more about that person and get more perspective

3.2

I have some friends that not from Canada,

11. How did your relationship start? Please give us at least one specific example.

Because I'm a student, so the relationship always start from class from breaking the ice

3.3 Without considering language proficiency, describe some difficulties you have met before when you are making new friends who have different cultural backgrounds.

Yes, aside from language, because you know people from different cultural backgrounds, it's often misunderstanding even without language, because things are acceptable for me might not acceptable for them and vice versa, and you have to watch out stuff like body language

3.4

Usual conflict is religious because religion is such a very diversified topic, you either on this side or not, so there is a lot of cultural conflicts that I expect

What are your strategies to resolve the issues?

Because of we all adult, I think its pretty fair that we all aside from our difference and talk about everything we are in common.

What are the results?

Pretty good, I made lots of good friends from other cultural background

4.1 What are the challenges when you were trying to fit into a diversified society like Canada?

The sense of identity, because everyone is so diverse in Canada, you have people from different regions everywhere, it feels like a huge part of people and you don’t really feel you

are a native person when you do come to Canada. Because the culture is already presented there. I think to find your own identity in a cultural diverse is important.

4.2 Based on your experience and observations, do you have any suggestions for immigrants when they are trying to integrate themselves into culture-diversified society?

I would say, they would have to try very open mind, because of so many different cultures in Canada before we accommodate into the new society, we have to get rid of some of our own cultural value.

### *Interviewee 2*

1.1  
38

1.2  
We come from Korea.

1.3  
We are the new immigrant.

1.5  
Because we want to have good air. In Korea too much pollution and full of people. Here is cleaner, and the education also is good, I think for my children then I want to come here

1.6  
Almost five years

2.1  
Five years

2.2  
This moment I feel better, there is no much difference for me in Canada and Korea

2.3  
I think the big difference is, if you use Korea to speak, you can speak from your heart, you know what you are talking, if you speak English, you just tell the facts, and just say what you can say, it's a big difference

What're the possible reasons for those differences?  
I think it's the cultural background. If you talk a story in Korea, it's easy for them to understand because it's the culture you know. You know where the story comes from, if you talk in English, you don't know, for example. What's the favorite story, what the favorite movie, who is the popular movie star. No topic when you talk in English

2.4

Culture, when they told you a joke, you don't know what is funny, what they are laughing, they think its interesting, you don't understand, its background for culture

What are your strategies to overcome those challenges?

I should Read more newspapers, watch tv, and read some books. You must enjoy loss your face and talk to local people. Don't be shy.

What are the results?

Use this way I get a lot of new friends, and know more about Canada culture and English.

2.5

Because if you come here a little longer, for example, you come here for five years and you talk about immigration only for one year, it will be a big difference for their way of think, maybe you learned to follow the rules like local but people from other countries they might not know these rules.

2.6

As you know everyone is challenged to speak to a people you don't know well, you must learn to break the ice, you just talk from their interest thing, for example, they have a very good look cloth, shoes, and you start talking to them, you ask what is their interest, like shopping, seeing movies, their hobbies  
Then you start the conversation.

Did you have any awkward moments?

For example, in our culture, you can talk some private topic, such as,  
How old are you, your salary, your business in Korea, but if you talk to local people, they feel strange, why you ask this question?  
So my advice is Try to Avoid this kind of situation.

3.1

Make friends. Want to know a different culture, maybe every nation has its own advantage and their own culture, some is amazing, we should get to know it

3.2

One people from Syria, they have the war destroyed their country, a lot of refugees come to Canada. In fact many years ago they are a very rich country, they also have not only welfare and also good education and very happy life there, but this moment they have to come here without anything, I want to talk to them and give them some hand, for example, they look for a job, I can reference them. And told them to get a license before getting the job here

How is your relationship are? Please give us at least one specific example.

Its very good, I got information from one of my friends, and we become college later, it takes one year to get a job even you already get the license  
So I think it's a big a change for their family

How does it start?

They come to me to buy insurance, they ask me how to find a job, I gave them the website to look to the opportunity and let they gave me the resume I gave to my boss to introduce them, try to begin the work with our company, at last, they get the job

### 3.3

I have some friends have a different culture, for example, the east culture they don't eat meat they don't eat pork, I don't know and bring them food, they don't eat, they just eat the vegetable, I don't feel good for this kind of problem

### 3.4

For example, one of my customers go to buy the insurance from me, I just ask the questions, and because the language barrier, they said they want to change another barrier and don't want buy insurance from you, so I feel upside

Other conflicts other than the language problem?

For culture, for example, in our country if I feel the colleague and friend I will invite to my house and have a party, and here has a different meaning, if I already sent the invitation, some of them don't come, they may think its free I want to come or not, I not feel good since I already prepared a lot of food but no people coming

What are your strategies to resolve the issues?

I think in the future if I want to invite some people to my party, I will first ask where they from, whats their hobby, what food they don't like, I will give invitation one by one by personal, don't looks like its everybody invited. By this way people get the true meaning "oh you want to invite me", not just sent the email and didn't follow up

### 4.1

As you know, everyone is using the self-reference, he or she just use his or her way for example in Korea, in China, in other countries to do things like

If I think I like this, I like this food, I like this cloth, I will think you should like this

This is not a good thing, we should overcome this kind of self-reference

### 4. 2

I think first you must follow the rules, the law in Canada

Don't use your own experience in the past

For example I have a friend buy a new house in Victoria, but they should get the house on October 10th, but they moved in yesterday(October 6) and the farm owner and the agent feel very angry, because I already told you to have no right to get in the house, because its still on somebody title, not on your title until October 10 the but you moved in you like intrude the private area, which is broke the law also is big trouble for this kind of situation, if people know the rules, and this trouble would not happen

Also, you should visit more website and also to read newspapers get where you can get the job opportunity and also try to make more friends, you can get more information from your friends, for example, some company have the job opportunity, your friend might give you the recommendation



### *Interviewee 3*

1. 1  
20

1.2  
My parents from macaw, my dad and I immigrated to the USA, and I been in LA for the usual high school, and I'm in Toronto for college

1.3  
Yes

1.4  
For college, my mother also went to Canada. I'm undergraduate in U of t

1.5  
This is my second year

2.1  
I've been live in macaw for fourteen years, and we do speak English there, and I also stayed in la for three years

2.2  
Pretty comfortable

2.3  
When I rarely talk Cantonese back home too, so I've more comfortable with English, and it really depends on where I am. For now, I would say there is no big difference, but when I talk to my parents in LA, I usually speak Cantonese but I also included some English words when I talk to them

2.4  
I don't find difficult, because I've been here for a long time

2.5  
Its just I need time to understand them

2.6  
I just talk about the weather, I usually start the conversation by talking about the weather

Yes, sometimes they don't understand what I mean, sometimes I don't understand what they mean.

So people in this situation is local or immigrant?  
Both

What are your strategies to overcome this challenge?

be patient

What are the results?

Pretty good, less awkward

3.1

Trying to understand some of their actions

3.2

Most of my friends are like me, they 've been in Canada since like high school, some of the friends here are from Chinese background so they are new here.

Most of the friends are Chinese either been here for a long time or Chinese who are new to here

- 

How did your relationship start? Please give us at least one specific example.

Classmates

My best friends in Toronto are from philosophy class, and we met. She asked me questions and we start talking

3.3

yea

3.4

It is more like we have the different view we have discussed, so coming from the stage of macaw, we really talk of democracy, our view may conflict with some people who come from a less democratic places

4.1

No challenges

4.2

I think it is important to figure out which group you are more accustomed to. Some immigrants they come here they may stick to old culture, some of them want to stick into the other culture group, you have to figure out which side of the group you more confidence with

#### *Interviewee 4*

1.1

21

1.2

They all living in China

1.3

No, just an international student

1.5

3 years

2.2

like a scale from one to ten, I rate myself from one to six

2.3

When using Chinese, I will be more confident and comfortable because it is my native language. I know I can clearly express my idea but when I using English i need to think about the words and sentences to use, it's really complicated

- What're the possible reasons for those differences?

2.4

Sometimes I don't know if I should start a conversation or not, because I don't know he or she will like to communicate with me or not

So you mean you are not very confident when you talk with local

Yeah yeah

2.5

I actually don't remember any challenges but I think there will be like a but with those immigrants who speak Chinese there will be no many challenges, with English i think there are understanding problems

2.6

Actually, I rarely talk to strangers or local people, but I will just communicate with strangers when I m shopping, like communicating with

sales people,

you mean when you shopping for clothing

Yeah, so there is no awkward situation

3.1

Just making friends, maybe practice language

3.2

Actually, I have a friend, she is a local person she speaks native language of English

How is she?

She is a nice person, but we don't talk too much when we hang out together, we just do something like play games, so we don't talk too much,

So how did your relationship start?

She is a friend of my friend

3.3

There are difficulties because you know people are trying to hang out with those persons who are similar to themselves, so I think the natives try to hang out with natives

- What're the possible reasons for those problems?

- I think the reasons is because of the different cultural backgrounds, for example, when I and my Chinese friends have common interest who have the same experience when we both watch a Chinese drama, with those from other countries, we don't have the same interest and I don't what they are thinking about and what their hobbies

- So you sometimes cannot understand their way of thinking

- Yeah, like they use some slang or jokes and didn't get the point

-

### 3.4

When I first came to Canada, that time I only know the basic sentences to order food and drinks in a restaurant, and I went to a food court which sales drinks, I asked the staff "can I get a hot water?", and she just suddenly shot at me and said, you should at least say "please" blah blah

I don't mean to be impolite, because I just don't know I need to use the words please because, in China, we don't use this kind of words, it sounds polite. So I was confusing what was she talking about

### 4.2

I would like to suggest to be confident and speak out talk with different people, cause then you can know what local people are thinking about and talking about

#### *Interviewee 5*

- 1.1
  - 23
- 1.2
  - All family members back in Korea
  - Parents
  - Korean
- 1.3-1
  - Prospective immigrant
- 1.3-2
  - Korea
- 1.4
  - For university degree
  - Wants to work in Canada after graduate
- 1.5
  - 3 years
- 2.1
  - 3 years
- 2.2
  - Cannot fully express herself in English
  - Can work in company (using English)
  - Comfortable talking with friends

- Considered herself Semi-bilingual
- 2.3
  - The same
  - Speak slower in Korean just because of learning habit compared to speaking English
  - When learning Korean, more like catch up with herself, but learning English is to catch up with others
  - Possible reasons: Characteristic changes, cultural difference, came to university so personality changes; different school environment than in Korea(schoolbus pickup and dropoff)
- 2.4
  - Culture difference, don't know inside joke from media or songs they refer to
  - E.g. a friend asked her if she has a redflag during a conversation where he got mad at her, and she thought of the actual "flag" but what her friend is refering to is a red sign
  - Some expressions are not comfortable with, cannot understand
  - Follow up: when approach someone to start conversation
    - No, canadian people are nice
    - E.g. subway situation someone approaches and talk to her
    - But no one does that back in Korea, who just look at their phones
    - Easy to talk environment here in Canada
  - Strategies to overcome those challenges
    - 1. Just ask them, or google
      - Results: they will tell her, the things were meant to be ....
    - 2. Just laugh
      - During frosh week
      - Reasons: Not in a situation where is just talking to her one-to-one
- 2.5
  - Easier for her to approach Asians, especially East Asians
  - Possible reasons: similar culture, similar topic that we like, sometimes they kind of know Korean culture
  - If someone completely don't know about Korean culture, hard to find things in common
  - But when people are from UofT, they can talk about school stuff, majoring, academy
  - In terms of a situation in church she went to, older people, Hi-Bye strategy that they don't really talk
  - Common topic is easier to start conversation with
  - What about religion topic?
    - Don't talk that much with people just met
    - More: what are you doing, where do you come from?
  - General strategy
    - Keep distance
    - Don't talk that much but still greetings
- 2.6
  - Generally like talking, so not really a case
  - Generally like people, and thus make friends

- She mentions living in residence that helps her make many friends
  - In her first year
- Possible reasons for not having
  - Actually making more friends in Canada
  - An outgoing personality, not very shy
  - Enjoy speaking in English
  - When first came here, told people (not sure local or not) to correct her if she was wrong in first year
  - They are still correcting her
  - that 's how she integrate into the society
- About Speaking pace
  - Generally the same after 3 years
  - Not a change noticeable to her
- 3.1
  - Out of curiosity
  - Like new culture, even it is Canadian culture
  - E.g. prom culture not in Korea
  - Interesting to hear about, even though she has seen them in tv drama
  - Seeing it in reality, is still curious to know
  - E.g. not knowing K-pop culture is a big issue, thought Korean media was (over) exaggerating the effect because media is controlled by a country
  - Knew that it got popular, didn't realize the degree of popularity
- 3.2
  - Consider Even korean-canadian is different from her
  - E.g. a family friend of her, immigrant 15 years ago
  - Cultural difference
  - In Korea, follow the rules someone that is older, people will listen to them firstly
  - But when her cousin friend wants to talk to her dad, not telling things that drives her dad mad, not being honestly; her cousin doesn't understand why her dad would force her cousin into something that her cousin don't like; her cousin also would not say things that she assumed her dad would not listen to
  - Maybe due to family difference as well
  - Interpret this question as talking about cultural difference, explained
  - Really different in culture
    - E.g. one of her friends pay her own tuition and allowance which is different from the case in Korean people, like herself
    - She think this friend of her is really independent
    - Getting paid is not a weird thing in her mind, but it is weird in her friends' minds
  - E.g. order of family structure is different
    - She thinks: Dad-Mom-Her in a hierarchical structure
    - Her friend Korean-Canadian thinks: all three units are equal
    - Based on age rule, she talk that, (in a dining situation as well)
  - E.g. the way she hangout with friends in Korea and in Canada is different
    - E.g. here in Canada, her friends do a lot of house parties, play games, people invite friends of friends to go, not necessarily from the same social group, free to drink or not

- in Korea: not drinking at someone's house, more in outside, play different games, hang around with people in the same social group, would not invite "new people", forced to drink sometimes
  - She like both situation, both have good and bad
    - When they play the game, want to be fair
  - Friends she make, have shared hobbies, study together and hangout together
  - Back in her first year, she joined a friend group that was started among students coming to UofT from the same highschool, since then new people from that highschool join and expand the group
  - How she keep relationships with them
    - Not close to all of them, close to some of them
    - Share their lives
    - One or two that will talk deeply
  - Living in the same area, (downtown)
    - They will gather and do potluck
    - Become family-like
  - Keep in contact is important to her
  - Prefer offline communication than online
    - Think of a way Better knowing each other
    - When other friends are present, don't respond to offline chatting that quickly, unless that is urgent
- 3.3
  - She considered everyone having a different cultural background
  - E.g. shocked on the expression "fob"
    - Met a friend in frosh week labeling people "fob", "intl students", "white-washed"
    - Fob: fresh out of bone, referring people only hanging out with ethnic group
    - She cannot understand the need to use this expression, because she think everyone is different even back in Korea, where they did not label people in the same way when it comes to the case of labeling
    - This reference is not a good connotation they are using
    - She asked, if she was a fob and got answer that she was not and she could not understand why she is not
    - Still don't understand the expression
  - Possible reasons
    - Back in Korea, she was just Korean, people are similar and cultural background are the same
    - Here people have different background
    - Lifestyle is different, more diversified
    - E.g. an experience in Germany where everyone except for her is German, a case where people look at her when she get into the subway
- 3.4
  - No conflicts experienced
  - Sometimes people don't understand Korean culture
  - E.g. Korean people have a standardize prettiness different than here
  - Don't understand why people are doing plastic surgery



- Here people understand a person having different attractiveness rather than how they look like
- Possible reasons
  - Korean people share similar facial features
  - Different makeup or perspective on prettiness here in Canada
- E.g. Korean people are crazy about dieting, losing weights but not in here
- She understand conflicts as being misunderstanding of some cultural behavior like the plastic surgery thing mentioned
- Strategies
  - She explains the reasons for this potentially different cultural behavior
  - Answer Digging questions to close friends
  - And the problem solved
- E.g. she once asked a sensitive question
  - “Do you think you are Korean or Canadian”
  - Turns out that was a rude questions, her friend told her “you should not think of me not as a Korean just because I am not in Korea”
  - She explained her reasons for asking that questions: curiosity
  - Since then she did not ask the same question
  - No one in Korea, come up with this type of questions
- 4.1
  - Toronto is already multicultural
  - Never think she was cornered, unlike the situation in Germany
- 4.2
  - People should be more open to talk to other people, to understand other culture
  - No wrong or right
  - People should understand that because everyone is just different and also accept this fact
  - Should not judge base on the standard they had in mind before
    - In that case, it would be hard for them to integrate and should better go back
  - Canadian people are nice and welcome

## *Interviewee 6*

### **1. Background Questions**

1.1

18

1.2

My grandparents as immigrants, speak mostly Chinese and my parents born here, speak mostly English.

Myself and cousins, born here, speak no Chinese,

Mixed culture (Chinese and Canadian/Western culture)

1.2

No

- **If not, jump to question 2.5**

2.5

Language matters. The non-mother-tongue immigrants feel uncomfortable, but can't change habit soon, so they talk less. But I don't feel uncomfortable.

- What are your strategies to overcome those challenges without considering improving anyone's language proficiency?

Try to act as normal, don't treat them specially. Be friendly, show them everything about Toronto.

- What are the results?

Good

2.6

Few. Possible if meet unfamiliar people.

- Are people you talked to a local or immigrant?

No difference(didn't specify). Just about familiarness.

- What are your strategies to overcome this challenge?

Not a challenge.

- What are the results?

3.1 Learn more about other culture, which is cool and interesting. Want to know how people grow up in different place and culture. Hope to know food from different culture. Want to think in different ways.

3.2

An Indian, born in Japan and has Japanese as first language, keen on Anime.

One from Jordan, feel amazed by culture difference and we have talked much about religion and food difference.

- How did your relationship start? Please give us at least one specific example.

Both classmates. The Indian try to recommend some anime to me.

3.3

Not much. Try to treat everyone as human/single person. Can't agree to everything but respect different ideas. Don't have to agree to everything to be friends.

- What're the possible reasons for those problems?

### 3.4

Rare for people to be against Western culture and for other specific cultures, people don't know much and think it's fine. Few of some people, they are just salty. Conflicts not from culture, just because of individual reasons. Even some doesn't affect being friends.

- What're the possible reasons for those conflicts?
- What are your strategies to resolve the issues?
- What are the results?

### 4.1

No. Born here, Highschool is diversified. On media, always different races → increase the diversification

### 4.2

Easiest, find children in similar background, parents can share similar conditions. Also find some people sharing similar culture. Some groups established communities can help. Some groups without huge community, Most of people don't judge and can accept, so don't be afraid and try to talk to people. City of Toronto host lots of activities, go to some schools, meet people in same community.

Extra: (He play softball in his community) Q: Talk about your softball team, are there many people from different culture background in it?

Softball team. Church in community, from universities, from Cantonese groups, some friends. Sports are more universal.

Softball : not quite popular, but casual, easier, more fun. Some of them never try before. Everyone new can join.

## *Interviewee 7*

### **1. Background Questions**

1.1 30

1.2

Yes

1.5

*15 years*

2.1

*18 Year*

2.2

Yes

2.3

*When I speak my first language I have better sense of humor, well maybe less effective than my first language, like make people laugh.*

2.4

*No really, I don't feel challenge. Maybe you have to find something to talk about like that's the challenge, both you are interested. Like common topic, common interesting, usually you talk about the weather and it works.*

2.5

*They feel very shy and they don't want to talk with you and they don't really participate in conversation, maybe because they are nervous and shy and not comfortable. You have to be patient and maybe speak more if you have the time, and wait the other to finish the conversation, otherwise the conversation is really hard to carry on.*

2.6

*When I say something they don't understand me.*

3.1

*When I ask a direction, or I have to know something, I am more motivated or in the business background, otherwise I am not interested.*

3.2

*I participate in an organization called International speaking community, which is for people who practice the communication and public speaking, so that's the place I met most the local people, I make friends with them. In that kind of place, people are very open and welcoming and friendly.*

3.3

*Some people are not friendly. No matter what language they are speaking, they are just not friendly. It's not about the language, it's personality and attitude.*

3.4

*When I was driving some people are very rude, they will say something like Chinese people especially women don't know how to drive. That was the conflict, there was no way to solve it. It was on the road, I am like driving they just passed by and say some rude words. Try to avoid it.*

4.1

*I think it's more about the stereotype. Some people you just don't like them for whatever reason. You don't want to work with them or getting involved with them, so it's all about stereotype.*

4.2

*They have to improve their English, that's the only thing. Because you don't speak the language well it affects your personality and attitude. For example, you actually a very outgoing person, but then you don't speak the language you become very shy, cold and rude even. And people will have misunderstood.*

## *Interviewee 8*

1.1

51

1.2

*Grace, my parents were first generation immigrations and when I grow up at Canada we are very connect with the Greek communication with Oshawa and Toronto.*

1.2

- **2.5**

1.3

*Economic reasons. Better life, no jobs in grace.*

2.3

*I did live couple years in Quebec when French is the main language and speaking second language there, and I feel most of all I feel uncomfortable and can't express myself fully and that I really have no personality and can't feel that I am the part of the culture. Culture in Quebec is very different from Ontario.*

*The possible reason for this difference is language, hard to make friends. It was hard to make friend out of the community hard to find a job. There was lot of the problems.*

2.4

*I don't have lots of vocabulary or I were just too shy or nervous to speak in French. I learned a little bit but I move back to Ontario quickly.*

2.5

*I try to be very clear and I know they don't know how to do the bills and I try to help them, try to take care of them everything and help them with their life, and I am try to lucky because I teach them English but I understand a lot of them have difficulties just getting around.*

*Sometimes it's hard to understand them.*

2.6

*When I try to speak with the parents, it's hard to tell how the student are doing, it's I can just smell, I can feel the parents wants to do well but they can't. Because their English are very poor.*

**3.1**

*I just make them fell like home, I want to be welcoming.*

3.2

*I have some friends are French I met in the army so that's basic how I relationship start. And I met some Quebec people in the university. And mostly I met people from China and Korean I met in the school.*

3.3

*Sometimes have to be culture sensitive, understand they see differently. It's hard for me to understand. It's very hard to make new friends. The reason is the language.*

3.4

*Lot of time you understand them, try to be nice and it will goes away.*

4.1

*When I was grow up, that was a little bit different because I am Greek and others are Canadian, we have different holidays and religion, my parents didn't know thing like other parents knew. My mom couldn't help me when I doing hooky.*

4.2

*It all about where you live, if you live in a smaller town like Oshawa, you getting know people, it's not difficult. Because people I got school is my neighborhood, see them in the shopping mall. You see them all over the city. So it's a little bit easy to make friends. Big city like Montreal And Toronto are hard because people in the city you don't met people, unless you go to school, I just find that it's easier in a smaller town and that's helps.*

### *Interviewee 9*

#### **1. 1**

21

#### **1.2**

We all live in china, but we still have plan to be immigrant in Canada-sunny

#### **1.3**

Yes we have plan to be immigrants-sunny

#### **1. 3**

china

#### **1.4**

For study and may become immigrants

#### **1.5**

Since 2015

#### **2.1**

3 years since 2015

#### **2.2**

I have been struggled to make new frineds who use English as their first language and all the courses I took and the environment all around me are all English related so I am getting used to English

#### **2.3**

Since English is still my second language so it is till kinda difficult for me to express my thoughts. When I try to express myself in an authentic way, sometimes the word will stuck in my head. However, since Chinese is my first language so when I try to express myself I will be so fluent in Chinese.

- What're the possible reasons for those differences?
- I guess one reason is that I am not born in here and I am not getting used to the western culture and the way people do things

#### **2.4**

Sometimes the words will stuck in my mind and usually I will forgot the things I wanna talk. And also I have had a hard time in expressing myself in an authentic way.

- What are your strategies to overcome those challenges?
- By making more new friends who speak English as their first language so when I have conversation with them I can learn some new words or the way they speak so I can learn it and use it next time.
- What are the results?
- I think I am improving now by making these strive in the past three years by having conversation, watching movies and reading articles.

#### **2.5**

Because they have accent. I know it is very common and understandable.

- What are your strategies to overcome those challenges without considering improving anyone's language proficiency?
- I can just be very patient and gently ask for their pardon as I am confused about what they said.
- What are the results?

## 2.6

When I first got into CA, I was questioned by the officers. However, I am confused about the word million and thousand and I said I have 1m cash with me so they got so surprised and at that point I realized I made a mistake with the word million and thousand.

- Are people you talked to a local or immigrant?
- Yes that officer is a local ppl
- What are your strategies to overcome this challenge?
- Just to make sure what I said is what I want to express
- What are the results?

## 3.1

First is to make new friends and second is to improve my English by having conversation with them.

## 3.2

I have Korean teammates in one of my classes, and we become good friends after that.

- How did your relationship start?
- We ask each other if we want to be teammates. And ask each other about our background and the daily life in Canada. Please give us at least one specific example.

## 3.3

We may not have that much common topics to expand so the conversation between us. And for English speakers they may not be so patient to talk with us since we organize our language slowly

- What're the possible reasons for those problems?
- We can still have more

## 3.4

Maybe political backgrounds and religious topics.

- What're the possible reasons for those conflicts? Because we grow up in different backgrounds and be educated in different ways
- What are your strategies to resolve the issues? I am trying to avoid the conflicts
- What are the results?

## 4.1

Foods and languages proficiency

## 4.2

I feel it will be easier if everyone is open to new things and be patient to everything around you.

## *Interviewee 10*

### **1. Background Questions**

#### 1.1 22

#### 1.2 Chinese

#### 1.2 prospective immigrant

#### 1.3 Hong Kong

- 1.4 Study first, immigrant after.
- 1.5 4 years
- 2.14 Year
- 2.2 Comfortable, because I study English when I am at grade 1.
- 2.3 Try to find some one who have same mother tongue with me. Because the same mother tongue will make you fell closer with them. And willing the speak more.
- 2.4 No really, I don't feel challenge, try to understand them. Catch the same interests, they are very nice too.
- 2.5 Their English is not good. Sometime the language will cause some misunderstanding. So I try to be more patience, and explain the points they don't understand.
- 2.6 When we don't understand what we are talking. No matter immigrant or local. Usually walk away. Because there are not everything have a solution. For example, some people just doesn't like Chinese, so I just walk away, there are no way to solve it.
- 3.1 Sometimes we have to talk with them, like when I have to pick up my package from front desk and the security is from middle Europe.
- 3.2 Have same interests or have to make friends, like do the same lab, or have same test. For example, I am study pharmacology, in my class there are almost no Chinese, all local student. I talk with them because I have question about the lecture, I will feel shy and afraid to talk with first, no matter the language, just personality. But when I start the conversation, they are friendly. So I think the difficult part is start the conversation.
- 3.3 I talk it at last question. The hard part is start. Don't be shy. And try to take all the culture.
- 3.4 The possible reason is don ' t understand the culture. If you want solve it, you have to understand them, and keep silence in front them. It does works. I just avoid it.
- 4.1 I don't feel it is a challenge, because I grow up at Hong Kong, it's a very diversity environment, so when I come to Canada, I am very used to it.
4. 2. You have to understand all the culture first, and show your respect. Remember one thing, when you give out your respect, you will get respect too. And study English is very important too. You can get in a community which has same culture background very easier but it ' s not the only community you are in, you are in a diversity community.

## *Interviewee 11*

### **1. Background Questions**

- 1.1 How old are you? 22
- 1.2 I grow up at Japan, but my parents are from Taiwan.
- 1.2 Immigrant
- 1.3 Japan
- 1.4 Immigrant
- 1.5 6 years
- 2.1 6 years
- 2.2 Not really.
- 2.3 I will be very shy when I speak English. Because English is not my first language.
- 2.4 I am afraid they don't understand me, and I can't express myself correctly, I will try to study more English, and try to understand them.
- 2.5 We don't understand each other, usually I keep silence and use translator.



2.6 Usually walk away. Because there are always some point we don't understand no matter the language or the culture background.

3.1 Sometimes we have to talk with them, at the situation I have to talk with them, I will.

3.2 We start the relationship when I have a homework need a team, then I try to find a classmate, we never talk to each other but after we find even though we have different background, we have a lot of same interest topic. The hard part is to start the conversation.

3.3 I don't have, because I understand all the culture. And I am very shy.

3.4 The possible reason is don't understand the each other maybe because different culture or poor English skill.

4.1 I don't feel it is a challenge, because I grow up at Japan I am an outsider, I will try to understand the environment around me, and try to understand it.

4.2 Find the same culture background's society will be easier. For example, when my family first time come to Canada, we find the Taiwan and Chinese group, they help us a lot, because we have the same background, same festival, we eat same food.

## *Interviewee 12*

1.1 20

1.2 Comes from middle America, I am a mix, half Chinese and half Spanish, my grandparents are the first-generation immigrants to Middle America, and my father was born in Hong Kong. My mother was come from Spanish, she has some relative in US, so when I was 16 I move to US stay for couple years.

- Prospective immigrant.

1.3 Middle AMERICA

1.4 Study first, want to immigrant now.

1.5 4 years

2.1 20 Year

2.2 Very comfortable. Because my first language is English.

2.3 My mother tongue is English, so there are no differences.

2.4 No really, I don't feel challenge.

2.5 Their English is not good. So, when we have conversation I use translator to help we understand each other more. Also, be patience is very important, too. Because my first language is English, so for immigrant, I don't have the language problem.

2.6 Not, really.

3.1 Have to study or business purpose. I study at college right now, there are many international students or new immigrants. They usually doesn't speak English very well, but when I have a new project have to have a team member, I will talk to them. That's typically the relationship start. Or someone I am interest about him or her, I will start the conversation.

3.2 Have same interests or have to make friends. But if they don't talk with me, I usually don't talk to them. Even though I like to make friends, but I don't like to talk to Stranger who doesn't attract me.

3.3 I don't have, because I take all the culture. Sometimes there are some part I don't understand, but I will try to avoid it. Because I am a person very afraid to have conflicts.

3.4 Try to avoid it. But I don't really have conflicts. Like I said, I don't like conflicts, and I also want to be a nice person.

*4.1 I think it's more about the stereotype.*

*4.2 Have an open mind, and be nice with everyone, try to take all the culture, study English and speak English. I also think be initiative is very important, don't be afraid to speak English even your English is not good.*

## A5. Formative Study 2 Protocol

1. **Project Title:** Communication between Community Immigrant Members and Local Members
2. **Investigators:** Liu, Xueyang [xueyang.liu@mail.utoronto.ca](mailto:xueyang.liu@mail.utoronto.ca)  
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3. **Purpose:** The purpose of our research is to study the relationship between immigrants and the locals to help us derive the requirements of a designed interactive computing medium designed to strengthen community bound between new immigrants and the locals. A brief description of our design problem is about the problems that new immigrants and the locals had faced when communicating with each other in one geographic community (EX: apartment, condo, etc...).
4. **Process to be followed:** We will briefly explain to participants concerning the purpose of the study and ensure that they agree to participate in it. Then, we will conduct a structured questionnaire of participants within 15 minutes.
5. **Participant selection:** Participants will be chosen from random people.
6. **Data selection:** The data collected from participants will be selected based on the status of the participants in Canada. The status of the participants will be identified via some basic background questions and selected according to their identity in Canada. In general, they will be characterized by nationality.
7. **Relationships:** We will have no relations with participants (randomly selected).
8. **Risk and benefit:** There will be minimal risk for the participants, for example, they may feel that they have wasted their time. The only benefit lies in the fact that it contributes to the education of the investigators. Participants can withdraw at any time whether before or during the questionnaire without any explanation.
9. **Compensation:** Participants will not receive any compensation.
10. **Information sought:** The information to be sought is described in the attached protocol.
11. **Confidentiality:** Investigators will keep the information confidential. Names or other identifying or identified information will not be collected. Another unique usage is to include excerpts or copies in the assignment submitted for academic purpose in the University of Toronto, csc318 Design of Interactive Computational Media. 2018 Fall.

## A6. Consent Form(English)

Hi there,

This is a research study conducted by Group "Alpha Cats" for an assignment in University of Toronto Computer Science 318, Design of Interactive Computational Media.

The purpose of this study is to investigate on meaningful interactions between immigrants and locals in a local community.

Your participation in this research study is voluntary. You may choose not to participate.

If you decide to participate in this research survey, you may withdraw at any time.

If you decide not to participate in this study or if you withdraw from participating at any time, you will not be penalized.

The procedure involves filling an online questionnaire that will take approximately 15 minutes.

Your responses will be confidential and we do not collect identifying information such as your name, email address or IP address. To help protect your confidentiality, the surveys will not contain information that will personally identify you. The results of this study will be used for scholarly purposes only and may be shared with University of Toronto representatives.

If you have any questions about the research study, please contact [csc318instructors@cs.toronto.edu](mailto:csc318instructors@cs.toronto.edu) for further inquiries.

By clicking on the "agree" button below indicates:

**YOU HAVE READ AND AGREE TO ALL OF THE ABOVE INFORMATION.**

**YOU ACKNOWLEDGE THAT YOUR ELECTRONIC SUBMISSIONS CONSTITUTE YOUR AGREEMENT. YOUR AGREEMENT AND INTENT TO BE BOUND BY ELECTRONIC SUBMISSIONS APPLIES TO ALL RECORDS RELATING TO YOU ON THIS SURVEY.**

## A7. Consent Form(Chinese)

您好，

我们是加拿大多伦多大学 CSC318 课中的学生小组 Alpha Cat，这是一门关于人机交互设计的课程。

这份问卷旨在调查同一个社区内的本地人与移民之间的交流。

我们邀请您参加本研究，此同意书提供您研究相关资讯

您参与的这项研究是自愿且无偿的。您可用中文回答问卷中的问题。

在参与研究调查的过程中，你随时可以退出。

如果您决定不参加这项研究，或你中途退出，将不会受到任何处罚。

这份问卷预计可在 15 分钟内完成，所有的资料（包括及不仅限于 IP 地址）将以不记名方式编码录入电脑后，以统计软件分析并以整体资料呈现并不会以个人资料呈现。

为保护您的隐私权，此问卷将不包含个人身份的信息，研究所得资料可能发表于学术环境（课堂）中，但不会公布任何个人信息。

如您对研究有疑问，欢迎与本课程的导师联络，邮箱地址：  
csc318instructors@cs.toronto.edu

点按“同意”，即表示您已仔细阅读并同意 Alpha Cat 按照隐私规定收集、使用和披露您在此问卷中录入的信息。

## A8. Questionnaire (English)

*Define Local Community as a physical residential area*

*Define native neighbours as neighbours who are local people in your residential community*

*Defined meaningful social interaction as*

*(1) positive*

*(2) go beyond a superficial level (e.g. conversations go beyond surface friendliness, people exchange personal information or talk about each other's differences and they are sustained and long-term)*

### *Immigrants*

1. How old are you?
  - a) less than 18
  - b) 19-24
  - c) 25-34
  - d) 35-44
  - e) 45-54
  - f) 55 and above
  - g) I prefer not to answer
2. What's your status in Canada?
  - a) Local
  - b) Immigrant
  - c) Prospective Immigrant
  - d) Others (Jump to the last question)
3. Where do you come from?
  - a) —
4. How long have you been in Canada?
  - a) less than a month
  - b) less than a year and more than one month
  - c) 1-3 years
  - d) years
5. Do you feel at home in Canada?
  - a) Very untrue of me
  - b) Somewhat untrue of me
  - c) Neutral
  - d) Somewhat true of me
  - e) Very true of me
6. How familiar are you with Canadian cultures?
  - a) Not at all
  - b) Slightly
  - c) Somewhat
  - d) Moderately
  - e) Extremely
7. How many native neighbours do you know?
  - a) Less than 3 people
  - b) 3 - 5 people
  - c) More than 5 people
8. How often on average do you engage in a meaningful interaction with native neighbours in your free time?
  - a) Less than once a week
  - b) 1-3 times a week

- c) More than 3 times a week
9. Which way(s) do you prefer to communicate with native neighbours?
- A. Face-to-face
  - B. Online
  - C. Both
  - D. No opinion
10. Have you invited native neighbours over to your place for a visit?
- Yes
  - No
11. Rank your preferences on topics when you communicate with native neighbours?
- Job
  - Food
  - Fashion
  - Family
  - Hobby
  - Study
  - Local News
  - Weather
  - Other
12. What are the shared activities you have with native neighbours?
- \_\_\_\_\_
13. What are the shared hobbies you have with native neighbours?
- \_\_\_\_\_
14. What are the available events/opportunities in your local community?
- \_\_\_\_\_
15. How effective are these opportunities at supporting interaction with other local community members and integration into local community?
- Not effective at all
  - Slightly effective
  - Somewhat effective
  - Very effective
  - Extremely effective
16. What methods you find effective when social with native neighbours?
- \_\_\_\_\_
17. Have you experienced any conflicts with native neighbours?
- Yes
  - No
18. Use a few words to describe the most unforgettable conflict. (optional)
- \_\_\_\_\_
19. How comfortable are you living in an ethnically diverse neighbourhood?
- Not at all
  - Slightly
  - Somewhat
  - Moderately
  - Extremely
20. To what degree do you agree to the following sentence: I feel like Canada is my home?
- Not agree at all
  - Slightly agree
  - Somewhat agree
  - Moderately agree
  - Extremely agree

## *Local*

1. How old are you?
  - a) less than 18
  - b) 19-24
  - c) 25-34
  - d) 35-44
  - e) 45-54
  - f) 55 and above
  - g) I prefer not to answer
2. What's your status in Canada?
  - a) Local
  - b) Immigrant
  - c) Prospective Immigrant
  - d) Others (Jump to the last question)
3. How comfortable are you living in an ethnically diverse neighbourhood?
  - a) Not at all
  - b) Slightly
  - c) Somewhat
  - d) Moderately
  - e) Extremely
4. How many immigrant neighbours do you know?
  - a) Less than 3 people
  - b) 3 - 5 people
  - c) More than 5 people
5. How often on average do you engage in a meaningful interaction with immigrant neighbours in your free time?
  - a) Less than once a week
  - b) 1-3 times a week
  - c) More than 3 times a week
6. Which way(s) do you prefer to communicate with immigrant neighbours?
  - a) A. Face-to-face
  - b) B. Online
  - c) C. Both
  - d) D. No opinion
7. Have you invited immigrant neighbours over to your place for a visit?
  - a) Yes
  - b) No
8. Rank your preferences on topics when you communicate with immigrant neighbours?
  - a) Job
  - b) Food
  - c) Fashion
  - d) Family
  - e) Hobby
  - f) Study
  - g) Local News
  - h) Weather
  - i) Other
9. What are the shared activities you have with immigrant neighbours?  
\_\_\_\_\_
10. What are the shared hobbies you have with immigrant neighbours?  
\_\_\_\_\_
11. What are the available events/opportunities in your local community?



- 
12. How effective are these opportunities at supporting interaction with other local community members into local community?
- a) Not effective at all
  - b) Slightly effective
  - c) Somewhat effective
  - d) Very effective
  - e) Extremely effective
13. What methods you find effective when social with immigrant neighbours?
- 
14. Have you experienced any conflicts with immigrant neighbours?
- a) Yes
  - b) No
15. Use a few words to describe the most unforgettable conflict. (optional)
- 
16. How comfortable are you living in an ethnically diverse neighbourhood?
- a) Not at all
  - b) Slightly
  - c) Somewhat
  - d) Moderately
  - e) Extremely

### *Others*

1. How old are you?
- a) less than 18
  - b) 19-24
  - c) 25-34
  - d) 35-44
  - e) 45-54
  - f) 55 and above
  - g) I prefer not to answer
2. What's your status in Canada?
- a) Local
  - b) Immigrant
  - c) Prospective Immigrant
  - d) Others (Jump to the last question)
3. Rank your preferences on topics when you communicate with native neighbours?
- a) Job
  - b) Food
  - c) Fashion
  - d) Family
  - e) Hobby
  - f) Study
  - g) Local News
  - h) Weather
  - i) Other
4. What are the shared activities you have with native neighbours?
-

5. What are the shared hobbies you have with native neighbours?  
\_\_\_\_\_
6. What are the available events/opportunities in your local community?  
\_\_\_\_\_
7. How effective are these opportunities at supporting interaction with other local community members and integration into local community?
  - a) Not effective at all
  - b) Slightly effective
  - c) Somewhat effective
  - d) Very effective
  - e) Extremely effective
8. What methods you find effective when social with native neighbours?  
\_\_\_\_\_
9. Have you experienced any conflicts with native neighbours?
  - a) Yes
  - b) No
10. Use a few words to describe the most unforgettable conflict. (optional)  
\_\_\_\_\_
11. How comfortable are you living in an ethnically diverse neighbourhood?
  - a) Not at all
  - b) Slightly
  - c) Somewhat
  - d) Moderately
  - e) Extremely
12. To what degree do you agree to the following sentence: I feel like Canada is my home?
  - a) Not agree at all
  - b) Slightly agree
  - c) Somewhat agree
  - d) Moderately agree
  - e) Extremely agree

## A9. Questionnaire (Chinese)

### *Immigrants*

1. 您的年龄是？
  - a. 小于 18
  - b. 19-24
  - c. 25-34
  - d. 35-44
  - e. 45-54
  - f. 大于 55
  - g. 我不想回答
2. 您在加拿大的身份是？
  - a. 本地人
  - b. 移民
  - c. 有移民打算并考虑长期定居
  - d. 其他
3. 您来自哪个国家或地区？
  - a. 中国
  - b. 香港
  - c. 澳门
  - d. 台湾
  - e. 新加坡
  - f. 马来西亚
  - g. —
4. 您来加拿大多久了？
  - a. 少于一个月
  - b. 一个月到一年以内
  - c. 一到三年
  - d. \_年
5. 您是否觉得加拿大给您家一样的感觉？
  - a. 完全没有
  - b. 稍有一些
  - c. 无感
  - d. 比较觉得
  - e. 十分觉得
6. 您熟悉加拿大文化吗？
  - a. 十分熟悉
  - b. 基本熟悉

- c. 略知一二
  - d. 不确定
  - e. 完全不熟悉
7. 您**认识**的**邻居**中，有多少人**是本地人**？
- a. 少于 3 人
  - b. 3-5 人
  - c. 多于 5 人
8. 您**闲暇时间**中与**本地人邻居**交流的**频率**大概是？
- a. 少于一周一次
  - b. 一周 1-3 次
  - c. 一周 3 次以上
9. 您更**喜欢**通过**什么样的方式**与他们交流？
- a. **面对面**交流
  - b. **线上**交流
  - c. 两者都很喜欢
  - d. 没有偏好
10. 您是否**曾经邀请****本地人邻居**到家里做客？
- a. 是
  - b. 不是
11. 当与**本地邻居**交流时，**请根据您的喜好，给以下话题排序**。
- a. 工作
  - b. 食物
  - c. **时尚**
  - d. 家庭
  - e. **兴趣爱好**
  - f. 学习
  - g. 社区或当地**新闻**
  - h. 天气
  - i. 其他
12. 您有哪些与**本地邻居**共同参与的活动？
- a. \_\_\_\_
13. 您有哪些与**本地邻居**相同的**爱好**？
- a. \_\_\_\_\_
14. 您的社区里有**组织过**哪些活动吗？
- a. \_\_\_\_\_
15. 您**觉得这些活动**在什么程度上**增进**了您与**本地邻居们**的交流从而**增强**了您与本地社区的**连接**？
- a. 完全没有用

- b. 有一点用
  - c. 可能有用
  - d. 挺有用
  - e. 十分有用
16. 与本地邻居交流时，有哪些方法您觉得是有效的？
- a. \_\_\_\_\_
17. 您是否曾与本地邻居冲突？
- a. 是
  - b. 不是
18. 如果有，请描述一下您印象最深刻的一次邻里冲突
- a. \_\_\_\_\_
19. 对于生活在一个种族多元化的社区里，您的感觉是？
- a. 厌恶
  - b. 勉强
  - c. 无感
  - d. 舒适
  - e. 享受
20. 生活在加拿大的您，对以下说法：“加拿大是我的家。”是否同意？
- a. 十分同意
  - b. 大致同意
  - c. 可能同意
  - d. 同意一点
  - e. 完全不同意

### *Others*

1. 您的年龄是？
- a. 小于 18
  - b. 19-24
  - c. 25-34
  - d. 35-44
  - e. 45-54
  - f. 大于 55
  - g. 我不想回答
2. 您在加拿大的身份是？
- a. 本地人
  - b. 移民
  - c. 有移民打算并考虑长期定居
  - d. 其他

3. 当与本地**邻居**交流时，请根据您的喜好，给以下**话题**排序。
- a. 工作
  - b. 食物
  - c. 时尚
  - d. 家庭
  - e. 兴趣爱好
  - f. 学习
  - g. 社区或当地新闻
  - h. 天气
  - i. 其他
4. 您有哪些与本地**邻居**共同参与的活动？
- a. \_\_\_\_
5. 您有哪些与本地**邻居**相同的**爱好**？
- a. \_\_\_\_\_
6. 您的社区里有**组织过**哪些活动吗？
- a. \_\_\_\_\_
7. 您**觉得**这些活动在什么程度上**增进**了您与本地**邻居们**的交流从而增强了您与本地社区的**连接**？
- a. 完全没有用
  - b. 有一点用
  - c. 可能有用
  - d. 挺有用
  - e. 十分有用
8. 与本地**邻居**交流时，有哪些方法您**觉得**是很有效的？
- a. \_\_\_\_\_
9. 您是否曾与本地**邻居**冲突？
- a. 是
  - b. 不是
10. 如果有，请描述一下您印象最深刻的一次**邻里**冲突
- a. \_\_\_\_\_
11. 对于生活在一个种族多元化的社区里，您的**感觉**是？
- a. 厌恶
  - b. 勉强
  - c. 无感
  - d. 舒适
  - e. 享受
12. 生活在加拿大的您，对以下**说法**：“加拿大是我的家。”是否同意？
- a. 十分同意

- b. 大致同意
- c. 可能同意
- d. 同意一点
- e. 完全不同意

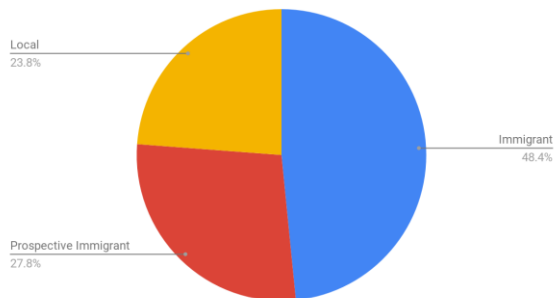
## A10. Questionnaire Data

In total 215 responses. Remove some of the answers that containing different answers for same questions set for checking random answers. So 126 useful samples(for immigrants and locals).

Background info:

Status

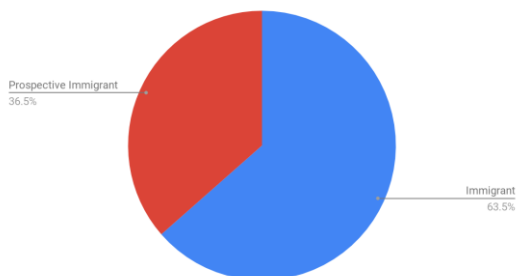
What is your status in Canada?



What is your status in Canada?		
Local	Immigrant	Prospective Immigrant
30 (23.8%)	61 (48.4%)	35 (27.8%)

Most immigrants, but still about ¼ of them are local people. Cover both parties for communications. Mainly focus on immigrants, aim for our topic.

What is your status in Canada?(Immigrants)



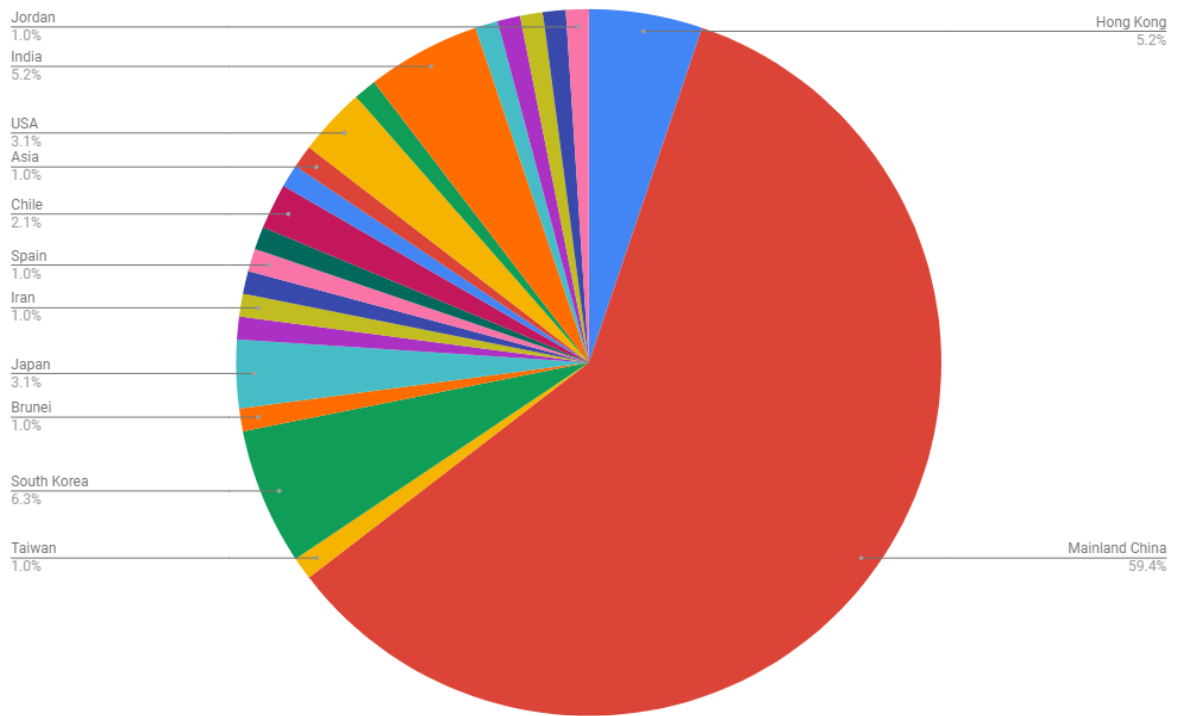
What is your status in Canada?(Immigrant)	
Immigrant	Prospective Immigrant
63.5%	36.5%

Both prospective and present immigrants are considered as immigrants for their same needs to engage into the society. They share some similar problems and feelings during communications with locals.

Nationality:



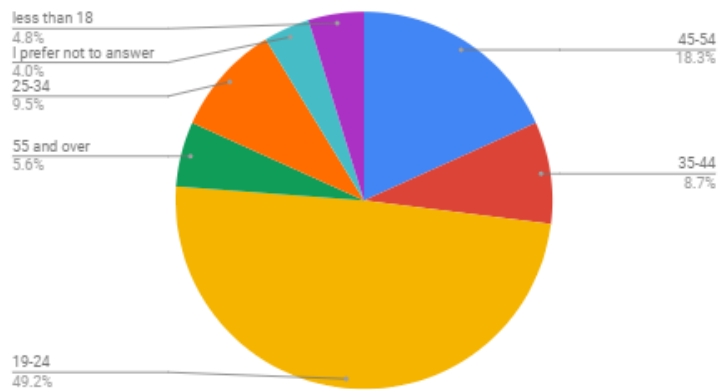
# Where do you come from? (Immigrant)



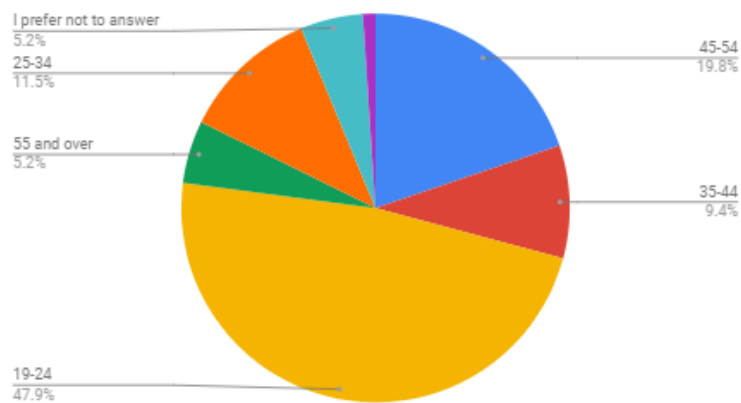
We cover immigrants from lots of country or districts (22)

Age:

How old are you?

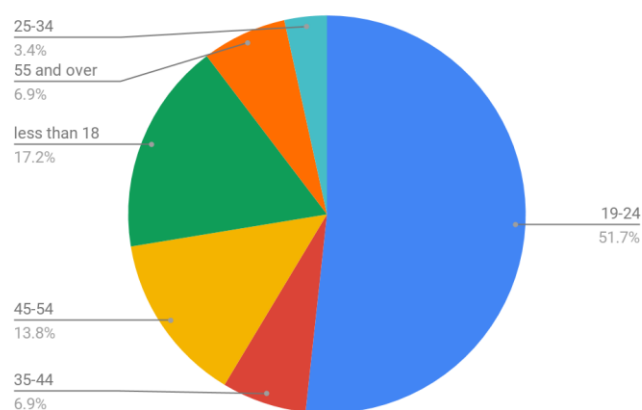


How old are you?(Immigrants)



Most of our questionnaire are done by 19-24 young people (university students), fit into the trend for large amount of international students becoming immigrants.  
(Our aim users, Stat Canada)

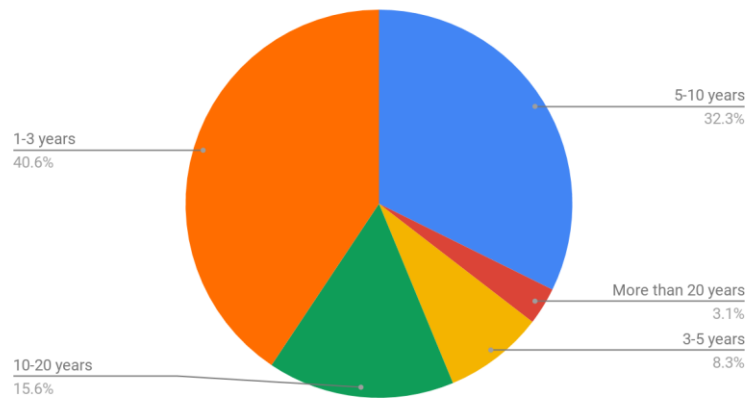
How old are you? (local)



Local ages corresponding to immigrants above, their targets of communication and connection. (Our aim user, cover most age groups, Stat Canada)

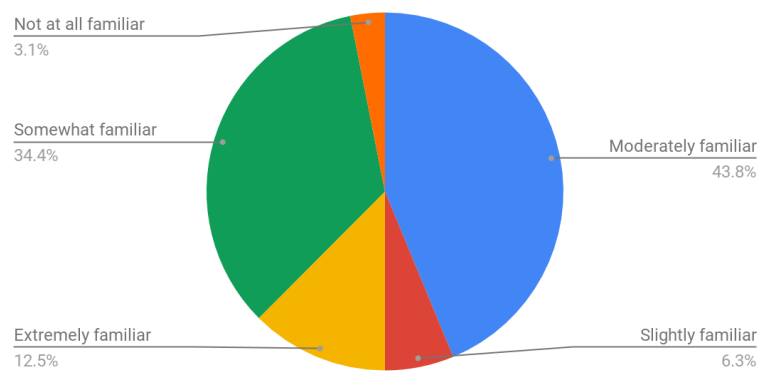
Other info:

How long have you been in Canada? (Immigrants)



Their time in Canada affecting their experience and engagement. Cover different groups of people.  
(Our aim users, Stat Canada)

How familiar are you with Canadian cultures?  
(Immigrants)

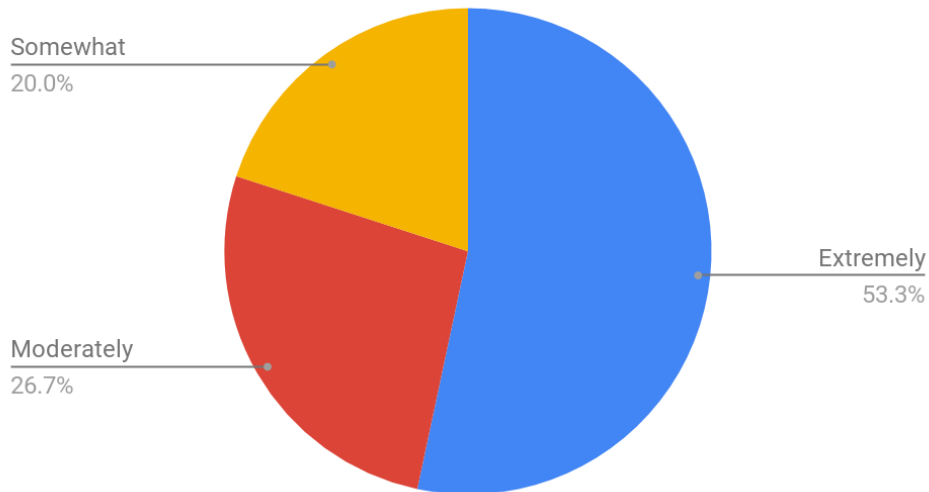


Basis for argument checking on motivation and conflicts. Still about half are not familiar with Canadian cultures, few of them can confidently claim they are extremely familiar.

## Local vs Immigrant

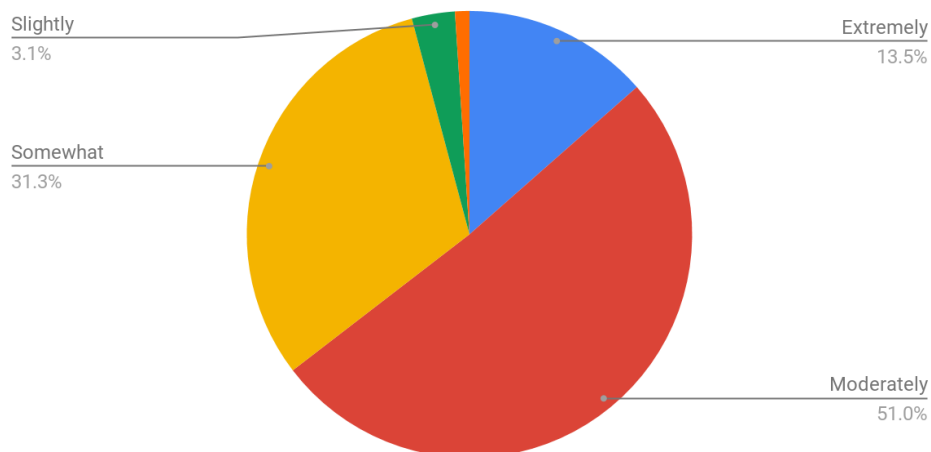
### How comfortable

How comfortable are you living in an ethnically diverse community? (Local)



Their feelings. Basis for connections, analysis for conflicts.

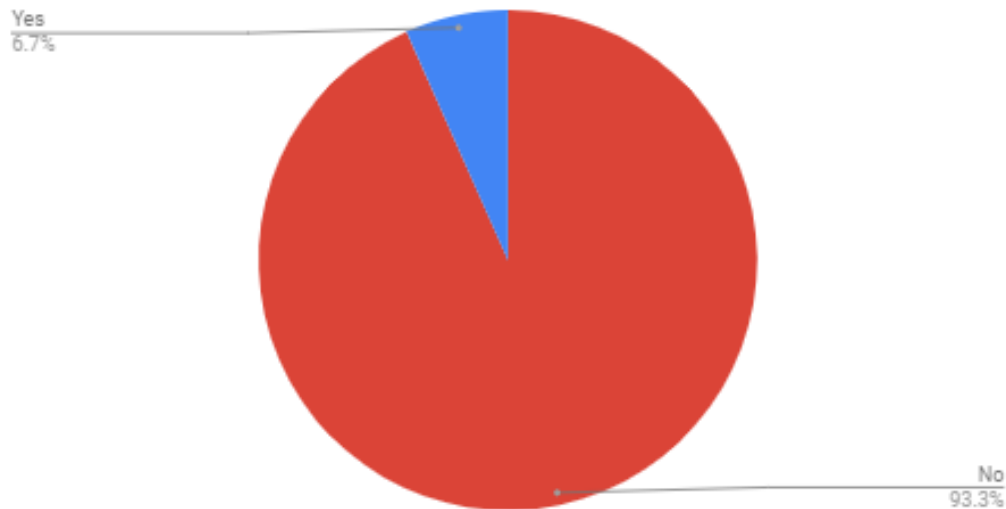
How comfortable are you living in an ethnically diverse neighbourhood? (Immigrants)



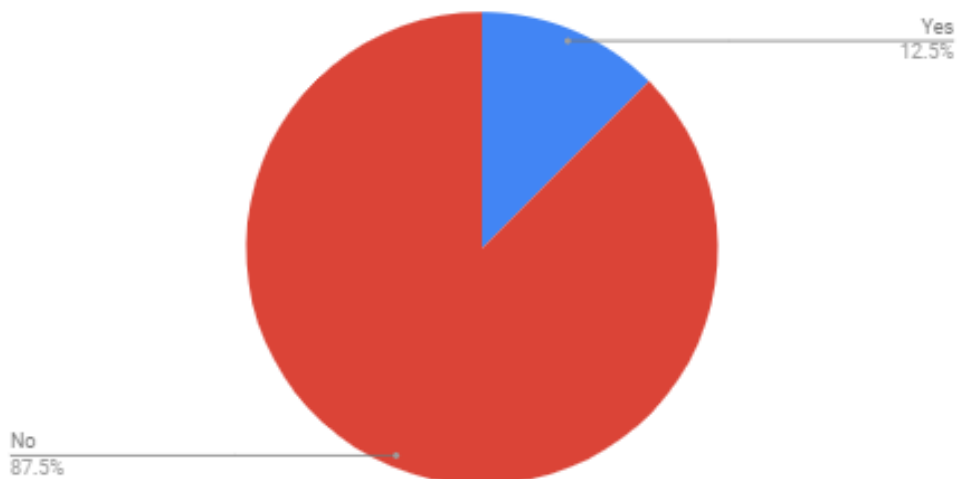
Immigrants' feelings on the society, affecting their engagement and willingness to form connections. Compared to local's, most of answers from immigrants showed worse results. We can conclude that immigrants face worse situation living in the diversified neighbourhood. Fit for our aims and topic.

## Conflicts:

Have you experienced any conflicts with immigrant neighbours?  
(Local)



Have you experienced any conflicts with native neighbours?  
(Immigrants)



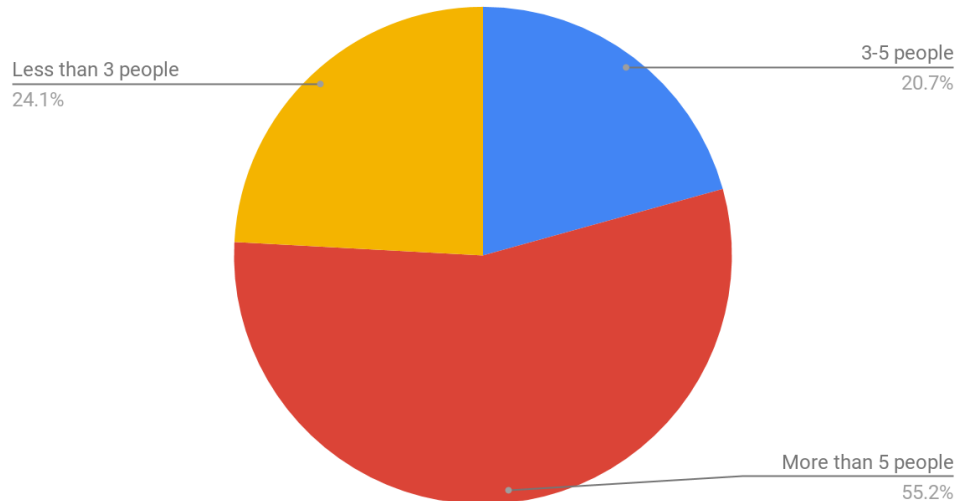
Direct questions on conflicts. Surprisingly shows that few conflicts they faced. Locals and immigrants gave few conflict experience answers. May due to small amount of data. Some answers show conflicts. It is still an issue.

Few of them gave detailed descriptions. Some mentioned that neighbours' smell or voice is annoying. Conflicts about policies or culture misunderstanding exist. One shared experience of racism.

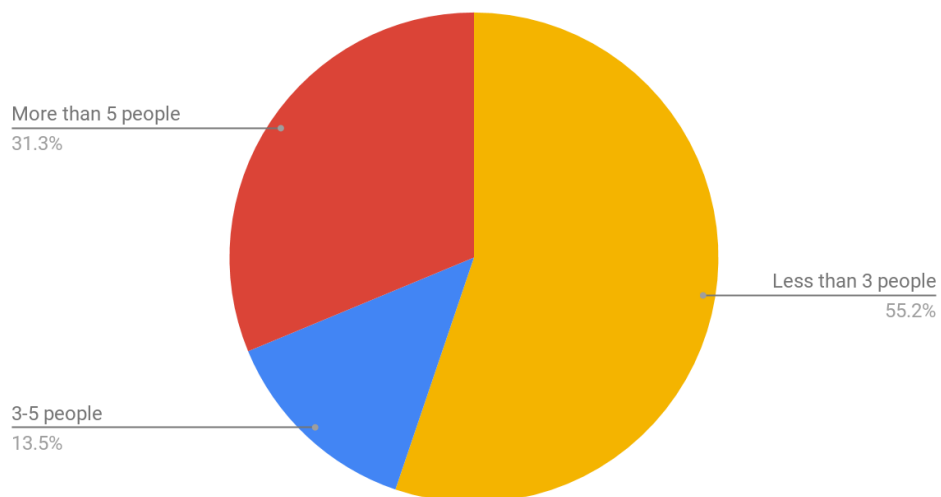
Connection:

number of people known

How many immigrant neighbours do you know? (Local)



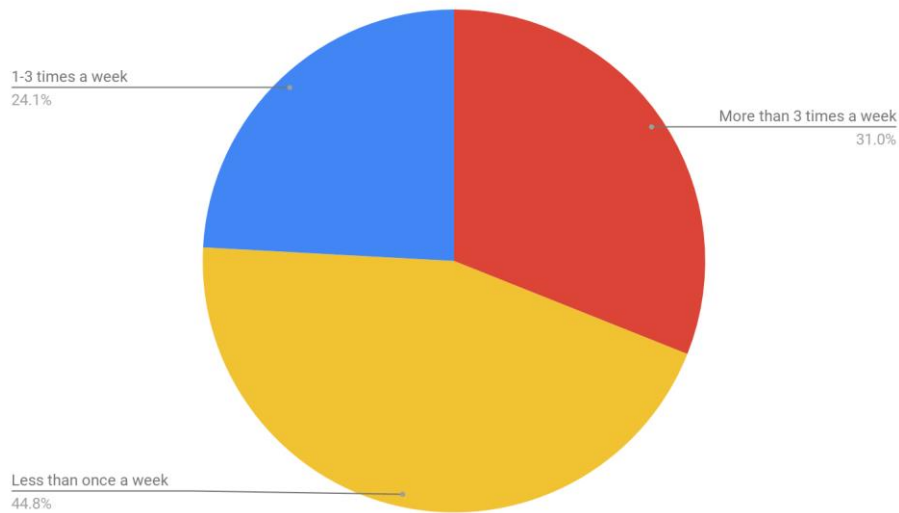
How many native neighbours do you know? (Immigrants)



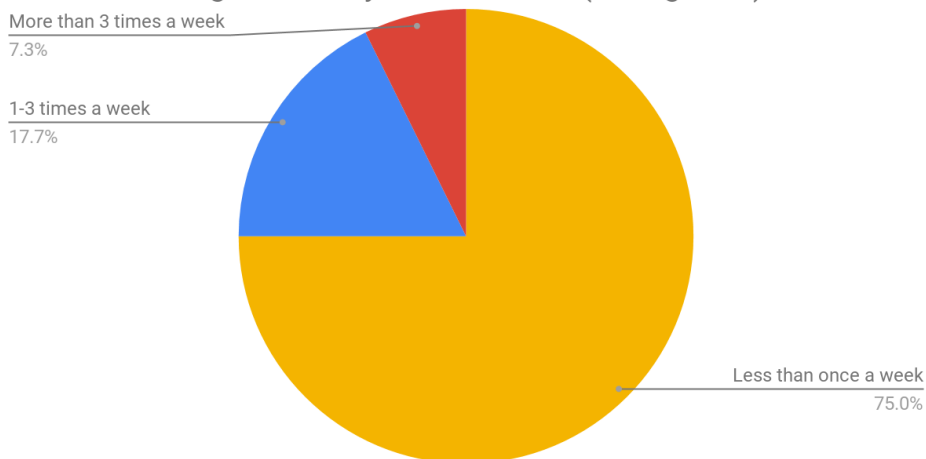
These are for the amount of known neighbours in the other party, showing the connection quality or strength. Noticed clear inverse between locals' and immigrants'. Immigrants know few local neighbours, indicates that their connection still needs to be strengthen. It specifies need for getting to know more local people. Knowing more people helps them engage more to the neighbourhood (based on Research Papers)

## Frequency of engagement

How often on average do you engage in a meaningful interaction with immigrant neighbours in your free time? (Local)



How often on average do you engage in a meaningful interaction with native neighbours in your free time? (Immigrants)



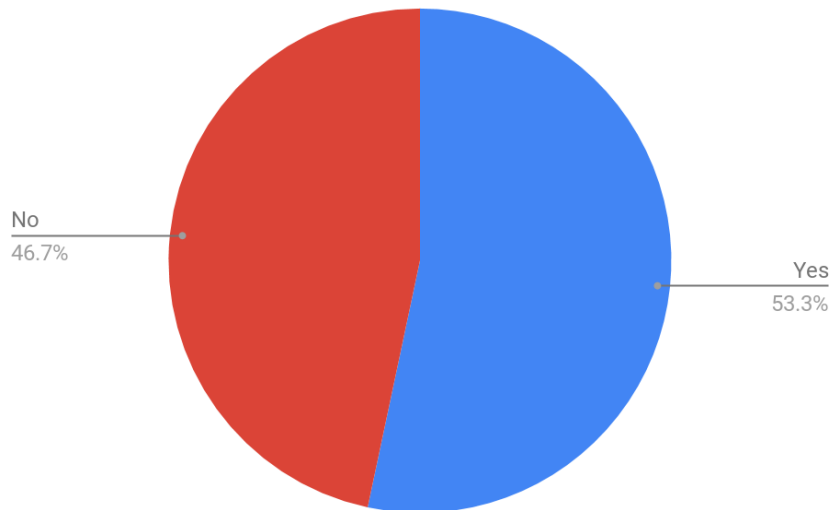
For more clear activities about the connections between local people and immigrants. Both show little frequency on interactions. Indicating need on improvement.

Local people gave better answer, show more willingness or chances for interaction, may due to few amount of data.

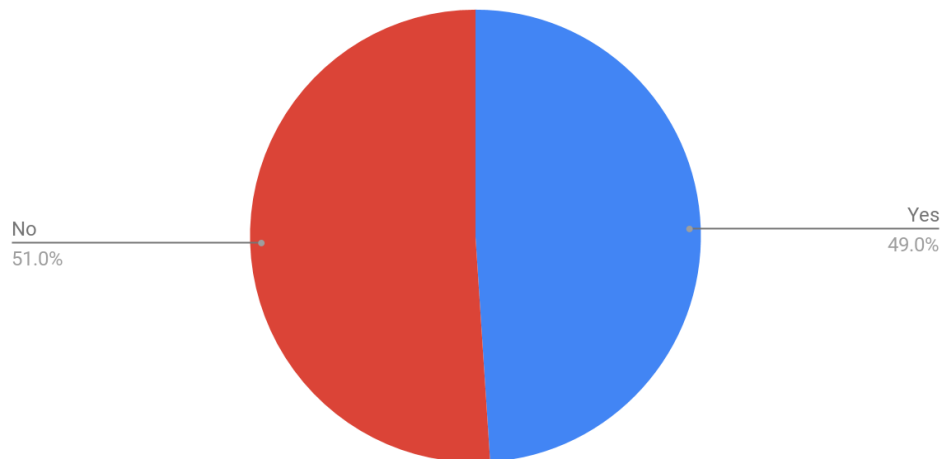
Immigrant people gave worse answer. A great need for improvement. Less interaction prevent more connection (based on Research Paper)

## Invite

Have you invited immigrant neighbours over for a visit? (Local)



Have you invited native neighbours over to your place for a visit? (Immigrants)

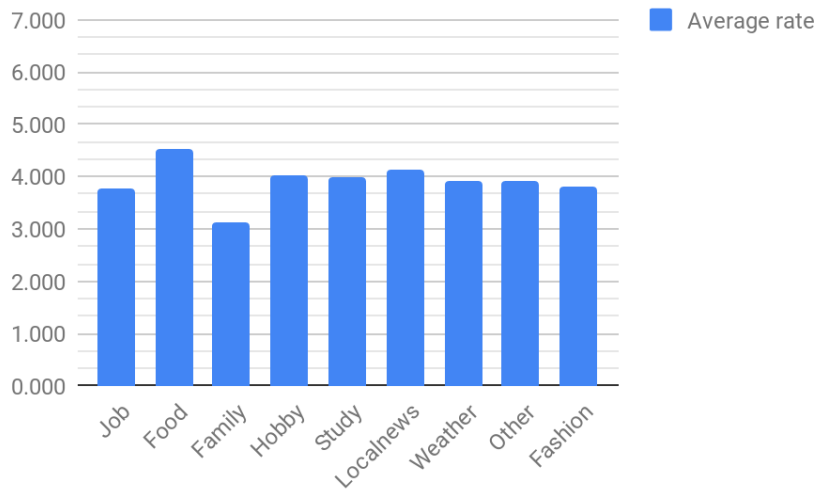


More specified concrete activity. Invitation show more connections or familiarities. Two parties show similar answers. Local people intend slightly more to invite immigrants, related to the amount of immigrant friends. Immigrants show less connections and few amount of local friends. (more graphs)



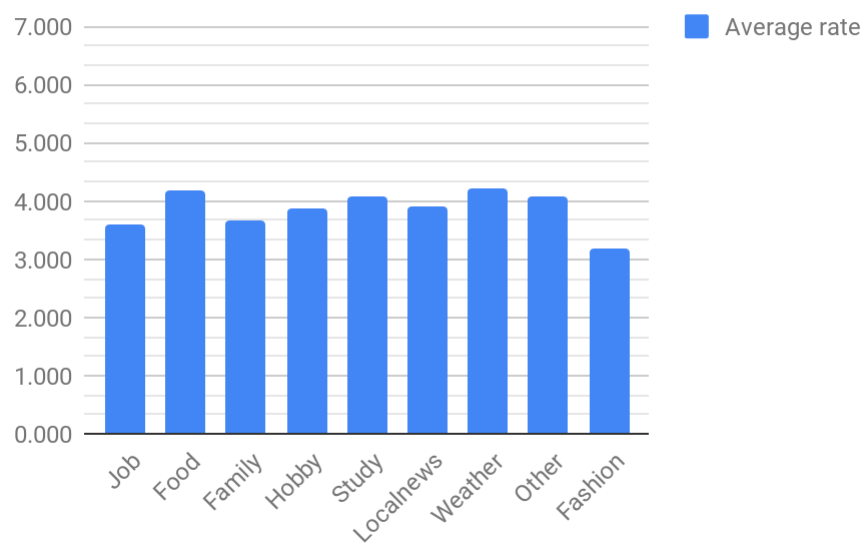
## Interests

### Preference on topics(local)

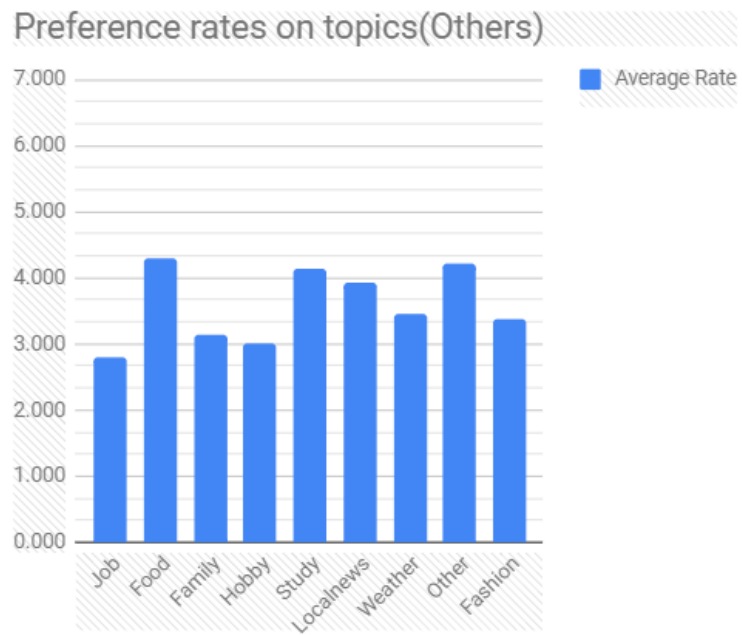


Local people more often tend to talk about food.

### Preference rates on topics(immigrant)



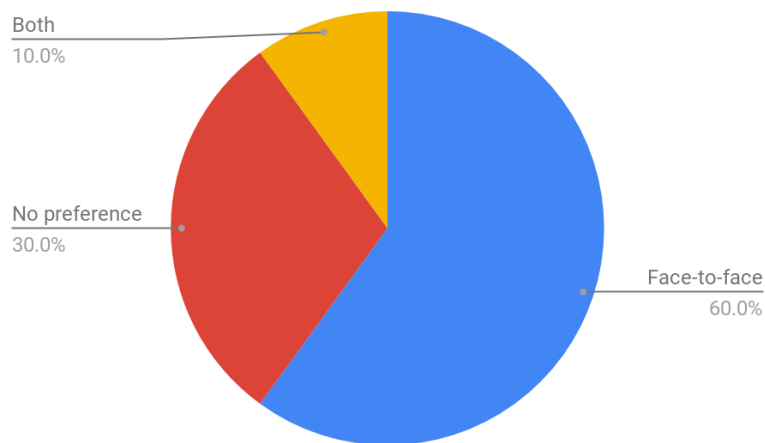
Immigrants more often tend to talk about Study, Weather or food with locals.



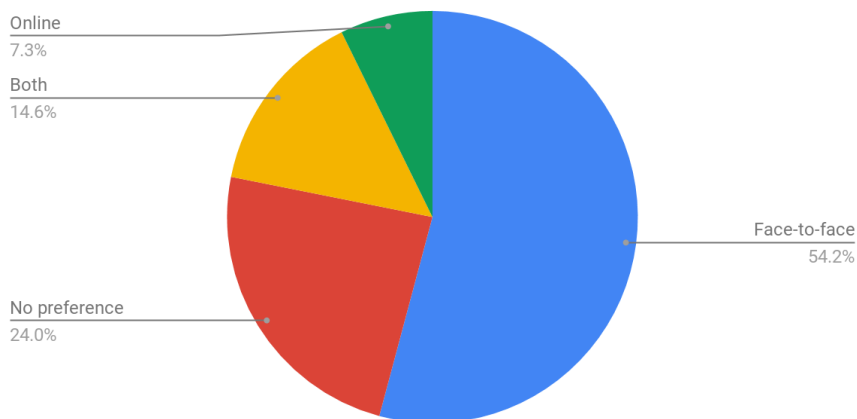
Others gave ideas that preference on Food and Study is common.

## Motivation & Expression

Which ways do you prefer to communicate with immigrant neighbours? (Local)



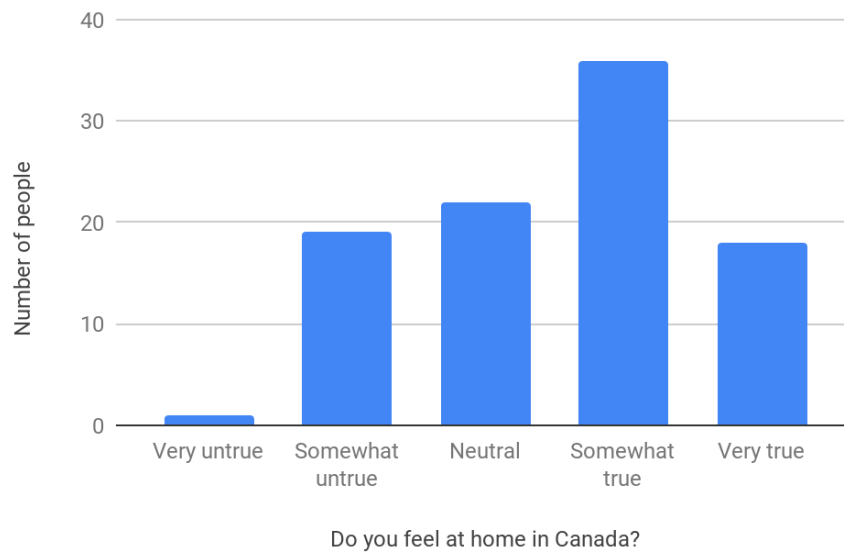
Which ways do you prefer to communicate with native neighbours? (Immigrants)



Face-to-face is the favorite choice but some immigrants specified some preference on online-chat. Local people prefer a lot on Face-to-face.

## Sense of identity & Engagement

### Do you feel at home in Canada? (Immigrants)



## A11. Group Meeting Notes

Group Meeting #1		
Members: All	Date & Time: Sep 21, 2018 5pm	Duration: 2 hours
<p>Content:</p> <p>We first reviewed the background context of this whole project together and collectively identified our goal and purpose of this assignment. The goal of this entire project is to design an interactive system “...to enhance the social fabric in a place with a highly diverse population, with a focus on immigrants.”</p> <p>Then we discuss what form this interactive system that we are about to design could take: in a sense of software application, it could be a platform that either takes kind of a website or an app; on the other hands, it could also be a proposal of a systematic social movement.</p> <p>We started from coming up with problems in daily aspects that immigrants, especially new immigrants would possibly encounter. General common problems that we brainstormed fell into the following kinds:</p> <ol style="list-style-type: none"> <li>1. Communication/Language, e.g. asking for directions</li> <li>2. Medical help/services, e.g. appointment based or walk-in based</li> <li>3. Social norms, e.g. differences in values, judgments, religions, cultures, and ethnicity</li> <li>4. Public services, e.g. ID, SIN, tax</li> <li>5. Transportation, e.g. driver's license, public transit</li> <li>6. Banking &amp; Insurance</li> <li>7. Shopping experience, e.g. grocery, dining, housing</li> <li>8. The cost to connect with the community e.g. time/money</li> </ol> <p>Subsequently, we attributed all the above to two main reasons that we determined to be the fundamental issues: <b>there are conflicts between immigrants and local residents, and the lacking interest for immigrants to connect themselves to the community.</b> In other words, the cost of building up a cohesive environment in a diversified society requires not only resources but also collective contributions from everyone in a community, which is effortful to practice due to an opinion (or fact) that there are often little or insufficient gains for the locals; while realistically there may be scheduling problems, psychologically the intention and courage for newcomers (to step out from comfort zone) is lacking. Hence, low interactions among such community.</p> <p>Lastly, we generated potential solutions to conquer parts of the issues. We thought of dividing users in terms of age range they fall into and provide help accordingly later in our design, or dividing with respect to reasons of being an immigrant. We suppose a fully competent solution to be able to:</p> <ol style="list-style-type: none"> <li>1. Help people stepping out from their comfort zones</li> <li>2. (help) Tackling physical interactions</li> <li>3. Provide both internal and external motivation to people with a strong connection</li> </ol> <p>The ultimate goal of a solution should be to decrease conflicts and(thus) increases benefits for original residents (implies locals). Once we reduce negative influence made by newcomers, unintentionally, we are likely to establish a good impression which allows warm feedback from local people and lower the probability of creating more conflicts, therefore results in a positive cycle.</p>		

Notetaker: Janet Reviewer: Derek
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Original notes:

Group Meeting #1 Conflicts between Local and immigrants(brainstorming stage)

Technology:

- Platform
  - App
  - Website

Common Problems:

- Language interaction in daily life
- System difference 医疗体系
  - Waiting time, 心理不一样
  - Vocab
  - Where, when
  - Appointment
- 出行, 吃 (小费), 上学, 工作, 住
- social habits
  - value system
  - religion, culture, race, ethnicity
  - e.g. 小孩儿
- communication e.g. 搭话
  - E.g. asking for directions
  - Language
  - Comfort zone
  - Personality
- Public services in daily life
  - Sin
  - Driver license
  - tax
  - what, where, who,
  - insurance
  - reasons
    - § different systems
    - § personal reason
  - parents:
  - elderly:

Why there haven't been a solution

- cost
  - diversified society requires too much effort
- shopping
  - grocery
  - dinery
  - housing
  -

Why there is no solution yet?

- Cost
  - Effort not money
- Little pool of contributing people
  - No gains/benefit
- Personal difference
  - No intention
  - Time conflict

First step: Break comfort zone (psychological reason)

Second step: physical interactions

Target users: university students, new parents, middle-age

Immigrating reason:

- School
- Living, family
- Refugee
- Business
- To immigrate

Age range:

- 18+
  -
- Young couple
  - (without children)
  - With children
- Middle age
- Elderly

Solution brainstorm

- Dividing users in terms of immigration reasons/age (above)
- By providing Emotional motivation
  - People with strong connection with the community are willing to help
  - Getting Paid by social resources
- Decrease conflicts (btwn new and old) and increase benefits (for old, then for new)
  - Reduce influence by new comer therefore residence will have a better impression on newcomers, then welcoming

side note from lecture:

- Design thinking
  - first spend time determining what basic, fundamental (root) issue needs to be addressed
    - don't try to search for a solution
  - stop for a moment and consider a wide range of potential solutions
  - think broadly about what the issues underlying this problem statement might really be.
- What we did probably is 3-1-2?

Group Meeting #2		
<b>Members:</b> All	<b>Date &amp; Time:</b> Sep 25, 2018 18:00 - 19:30	<b>Duration:</b> 1.5h
<p><b>Content:</b></p> <p>Last time, we only talked about new immigrants, and prospective questions that can be solved within a year, yet not necessarily the problems they will encounter in the future in order to fit into the society. The most obvious characteristics that a non-locals will have, no matter how long since they settled down, is that he/she will tend to stick with their ethnic groups, which sometimes are not long-standing. Hence, they have lesser experience in communicating with local people and significantly hinder their integration into the society. Regarding issues that we have discussed last time, we believed that improvements in language skills rely on individual effort or by provided community services and existing technologies. However, our main focus should be on improving the quality of mutual communication. We thought of a solution analogous to the initial idea of Uber: starting a group that enables free-votes under certain protocols and most importantly, one that is motivational! To deal with trust issues, we utilize a rating scale which will grant high-credit users some benefits while people who have credit issue are provided limited functions only. We hope such punishment will encourage people to behave properly. After all, people in need should adapt to the pace of the person who reaches out. Both parties should hold an understanding that the “contract” they agree on is mutually voluntary. Besides, even if constrained users quit contributing, the strength of the fabrication of this community utilizing such system will not worsen. Eventually, this system is expected to find the intersection of common interests and magnify that while minimizing other differences caused by cultural, ethical reasons. Our discussions may seem a little bit advanced compared to the stage of our research. However, having this discussion further encourage us to find the fundamental problems behind the scenes.</p> <p>We asked each member to do pre-research unstructured interviews with their friends or family members about which is more important: lack of interest VS. lack of communication in social fabricating, and what challenges they have faced in blending in a society and what insights they have gained after these years.</p> <p>We came up with a plan of field studies that we will have 2 rounds of data collection; (pre-research interview, finding insights &amp; challenges) -&gt; interview -&gt; questionnaire</p> <p>We also came up with a tentative schedule:</p> <ul style="list-style-type: none"> <li>• Weekend <b>Sep 29</b>: generate formal semi-structured interview questions</li> <li>• Next week <b>Oct 5</b>: conduct formal interviews using the semi, generate and improve interview scripts based on the pre-research interview, then write and distribute the questionnaire</li> <li>• Next weekend: Data analysis, collect distributed questionnaire</li> <li>• Week after: <ul style="list-style-type: none"> <li>○ Job stories 2 pages</li> <li>○ Experience map</li> </ul> </li> <li>• Weekend: Design requirements</li> </ul>		
<p><b>Notetaker:</b> Janet</p> <p><b>Reviewer:</b> Derek</p>		



Last time, we only talked about new immigrants, and prospective questions that can be solved within a year, yet not necessary the problems they will encounter in the future for blending in the society

抱团？

Integrating only to their ethnic groups but not the entire society(diversified)

Again the lack of interest

Today's focus: General problem

Language part relies on themselves and provided services and existing technologies

Promote/improve communication (quality)

Potential solution:

- Conference
  - Voting protocol
  - Motivational
- Trust issues
  - New users and low-credit users are not marked
  - But high-credit users will be highlighted/granted benefit
  - People have credit-issue only have reduced functions
    - Punishments
    - Even if they quit, this will not worsen

Magnify commonality, minimize difference => finding intersections

Try to minimize the aspect(thinking) that one will limit to oneself but preferring to team up

Whether there are benefits or not, motivate them to do so

But need constraints!

People Getting help needs to adapt to the other

Both Have commitments and agreements that this is voluntary

But here goes the problem, lack of communication

Provide evidence(issues caused by this problem) for this problem by field studies (interview)

Topic: Importance of Lack of interest VS. Lack of communication

Tentative schedule

Field studies

Data collecting: 2 rounds; (pre-interview) -> interview -> questionnaire -> interview

Why this technique?

Task for this week: interview with friends, individual outline for the general problem

Weekend **Sep 29**: generate formal semi-structured

Next week **Oct 5**: interview using the semi, generate and improve questionnaire based on interview, then questionnaire

Next weekend : Data analysis collect distributed questionnaire

Week after:

Job stories 2 pages

Experience map

Weekend:

Design requirements

Interview:

Local

CBC

Newbie

Group Meeting #3		
<b>Members:</b> All	<b>Date &amp; Time:</b> Oct 1, 2018 10:15	<b>Duration:</b> 3 hrs
<p><b>Content:</b></p> <p>We have everyone talked about the pre-interview each has conducted with friends or family members. We decided to continue on with a formal semi-structural interview with 12 people of our acquaintance. The number is decided according to a paper. We want to diversify and randomize as much as possible our interviewee to match the current statistics of Canada. We will interview at most 4 Chinese immigrants (or prospective) and 1 or 2 local people (could be Canadian born 2nd generation) who are of age after high school. The rest of the sample remain decided by our convenience and reachability. Although we prefer face-to-face interview, some of them may be interviewed via phone and in all ways will be recorded for later transcription and insights generation. The interview will be voluntary with no benefits. The language used in this interview will be English.</p> <p>At last, we generate a draft of our interview script and is to be finished later. Initially, it contains questions about 4 categories: Background, Language proficiency, Interests and Culture. We would like to find out challenges immigrants face during the process of their integration.</p>		
<p><b>Notetaker:</b> Janet</p> <p><b>Reviewer:</b> Zongmo Yang</p>		

script:

Semi-structured

[http://eprints.ncrm.ac.uk/2273/4/how\\_many\\_interviews.pdf](http://eprints.ncrm.ac.uk/2273/4/how_many_interviews.pdf) suggests interview sample size of 12

Interview targets cannot be only Chinese, avoiding convenience bias

Proportional is ok

Today:

- Target representative sample?
  - Acquaintance & Random
  - Diversified
  - Immigrants after 7/8
  - Chinese: 4
  - Local: 1-2
  - After Highschool
- Interview
  - Need to record
  - 8-15min
  - Phone interview
  - Protocol (Leon)
- Topic: what makes them lack of communication

- No benefits
- Language
- 
- General problem: hard to integrate (Derek)
  - How did we come up with the conclusion
- Deadline: Oct 6
  - Transcription
- Script: (Jessica, Janet)
  - Intro, warm-up, main body, reflection, wrap up
  - 3 categories
  - 1. Background:
    - Where do you come from? What's your family background?
    - Why do you come to Canada?
    - How old are you?
    - How long have you been in Canada
    - How do you connect to your society?
      - What is your motivation?
  - 2. Language
    - How long have you been living in an English environment?
    - When you try to fit into a diversified society like Canada, what are the Challenges speaking with native speaker
      - Describe the most difficult challenges
    - Describe challenges you have faced **before** when communicating with other-language speaker using English, if applicable. (suppose both using English)
      - If any, give us an example, tell us a story
        - How do you overcome this challenge
      - If none
    - Have you ever experience awkward moments when you try to start a conversation with an unknown other language speaker?
      - Can you tell us the detail and reason
      - How you resolve this?
    - Describe your difference in behavior between communicating in your mother tone and communicating in English?
      - Why?
  - 3. Interests
    - Do you make friends with another person with common habit but different cultural background?
      - If yes, how did you start?
      - If no, describe difficulty in finding such friends
  - 4. Culture
    - Describe challenges in making friends from different cultural background?
      - Example of hardest challenges, reasons and coping strategy
  - Based on your experience, any suggestion to a new comer to a diversified society?
- Interviewee

questionnaire->initial idea->experience map

Group Meeting #4		
<b>Members:</b> All, Benjamin left at 3pm, Jessica left at 4pm	<b>Date &amp; Time:</b> Oct 7, 2018 12:30	<b>Duration:</b> 7 hrs
<p><b>Content:</b></p> <p>During around the first 4 hours, we reported the results (summarized) by each interviewer. I will briefly describe the demographic information of the interviewee while the details of interview will be recorded at last.</p> <p>Benjamin interviewed 4 people, among which are one local, one from Macau, one Chinese international student who is eliminated due to unfit profile, and one from South Korea. The formers are in the young age (early 20s) while the latter is in her late 30s.</p> <p>Jessica interviewed 6 people, among which are one long-time immigrant, a Greek 2nd generation Canadian born who is considered a local, one Chinese immigrant, one from Latin America, one Japan-Chinese and one from Hong Kong. The first two are in their middle age while the rest are in their early 20s.</p> <p>Mike interviewed a Canadian born Chinese who is a 18 year-old 3rd generation immigrant that is considered a local.</p> <p>Janet interviewed a South Korean young students who is a prospective immigrant.</p> <p>Later in time, we started generate insights from what we have. We listed unrepeated 28 insights and managed to group them into 5 main categories: Conflict(between immigrants and local), Connection (how to start and strengthen), Motivation (to communicate), (insufficient) Expression, and (confusion in)Identity.</p> <p>We were unable to generate a questionnaire as expected to, so we decided to meet again on Oct. 9.</p>		
<p><b>Notetaker:</b> Janet</p> <p><b>Reviewer:</b> Zongmo Yang</p>		

#### Extract insights from interview

Benjamin:

- Local
  - 20yrs, Chinese, still hold traditional values
  - More close to Canadian
  - Every language has its unique expressions, and dialects he only knows his own cultural expression, hard to work around with those expressions
    - Strategies: if unique expressions is commonly used, people commonly understands, else he will ask for simpler terms or use simpler terms
    - Result: good
  - Question is not detailed, need icebreaker,
    - Strategies Little twist on the question
    - Result: good, help make the conversation more easier
  - Motivation: try to understand about people, gain more perspectives

- Friends not from Canada
  - Start in class due to occupation
- People from different cultural background have misunderstanding, things acceptable or not, body language also matters
- Conflicts: religion, such a diversified
  - More extreme
  - Strategies: avoid talking about this, talk about common topic
  - Result: become good friends
- Sense of identity, culturally different, people from different; don't feel like a unique person, in such a diversified society (canada)
- Try being open-minded, would have to let go some aspects of own culture in order to integrate
- Macau
  - 20, Macau, immigrate to USA,LA,
  - For University degree
  - 14 yrs in Macau, 3 yrs in LA
  - Pretty comfortable in English
  - More comfortable with English, seldom use Canton, not different in general
  - No challenges because of language proficiency
  - Need time to understand what they said
  - Just talk about weather starting, sometimes they don't understand what I mean, both local and immigrant
    - Strategy: be patient
  - Motivation: try to understand some of their actions
    - What actions???
  - Highschool friends, Chinese background, most people from China
    - Philosophy class, friend asked him question
  - Point of view is an issue, political view
  - Conflicts: pov different, macau is democratic, and people from less democratic society
  - No challenges
  - Figure out which group you want to fit in, some people want to fit in other group, find the group that you are comfortable with
    - Go to Church
- Chinese
  - 21, Chinese back in China
  - Just international students
  - Awkward moments: never talk to local people unless necessary to talk to sales
    - Personality
  - A local friend, don't talk much
  - Conflict: when asking for water, the person performed discrimination acts
- Korean
  - 38, new family immigrant, 5 years
  - Good air, too much pollution, better environemnt, education
  - Comfortable using English
  - Difference: Korean speaking from hearts more expressing feelings, English tell facts

- Cultural reasons, know about the origin
  - No topics
- Challenges local: culture, not getting the joke
  - Read more newspaper, gathering information
  - Enjoy losing face
  - More friends, know more about culture
- longer time stay, new immigrants are not respectful to law,
- Awkward moment: everyone is challenged to speak to people not knowing well, need to talk from what they will be interested in, then ask what's their hobbies,
  - For example, private issue is different, in Korea and Canada, age, salary
  - Avoid this situation and talk about common
- Motivation: want to make friends, amazing culture from everyone
  - Refugee friends, want to help them
  - Will help them, reference and tell them information
  - How start?
    - Business environment, korean sales, introduce her to the business and become colleagues
- Some cultural difference in food e.g. pork
- Conflicts: sensitive questions accidentally asked
  - Cultural difference, inviting people to come party, free-to-come VS. must come
  - Strategy: in the future, she will ask for people's interests before inviting, personal invitation such that people will know that she is committing
- Challenges: people needs to overcome their self-reference tendency,
- Suggestions: follow the laws in local, cannot judge by past experience
  - E.g. a friend bought a house in victoria, move in before a time, transgressing, if people know the rule, they will not get into trouble like this
  - Read newspaper, webs and help making friends and job opportunity such that you gain reference

Jessica

- Old immigrant
  - 15 years in Canada, 18 years in English, woman
  - ESL teacher
  - Chinese background, parents back in China
  - Immigration itself
  - English: more humorous, more comfortable
  - Conversation with local: no challenges, find things interested in as common topic
  - Immigrants: immigrants are shy to talk, they don't want to talk to me, not so participated in the conversation
    - Strategies: be patient, speak more slowly; else there's no way to talk to them
- Awkward: not understanding me,
  - Immigrant



- Strategy: Walk away
- Motivation: asking for directions, need to retrieve information, more in business background
- He Work in an organization that practice people for their communication skills, public speaking,
  - Where he met local people
  - Participating in activities
- 3.3: some people are not friendly no matter their language, but there basically have no cultural difference
- 3.4 stereotype in driving
- 4.1 stereotype
- 4.2 improve English, bad in english affect attitude and personality to reduce bias

#### Greek 2nd generation, local

- 51 years born in Canada
  - Difference in: uncomfortable can't express himself, has no personality, cannot think himself as part of the culture (when he was in Quebec)
    - Possible reason: language
  - 2.5 immigrant don't want to listen to him,
    - Strategy: try to speak slowly, understand their hard time
    - Result: some of them just don't accept
  - 2.6 talking to his parent who can't speak English
  - Motivation: want to be welcoming, make them feel like home
  - Met friends in Army, met friends in university, met friends in working environment
    - Reasons: environment staying
  - 3.3 sometimes has to be cultural sensitive, hard to make friends because of language, then cause bias,
  - 3.4 no conflicts, strategy: try to be nice,
  - 4.1 when growing up, different religions, family don't know what other families are doing
  - 4.2 all about where you live, easier getting to know people in a small neighborhood, where you meet people frequently
- Chinese
  - Prospective 4 years here
  - Struggle making friends with L1 speaker, getting used to English, uncomfortable, people pushed her to speak in English
  - As a L2 learner, hard to express herself, words stuck in heads, Chinese will be more fluent
    - Not getting used to Western culture
    - The way people doing things
  - 2.4 language not good enough, strategy: learning the language
  - 2.5 accents, strategy: be patient
  - 2.6 when she first came here, with visa
  - Motivation: make new friends, improve language skills
  - 3.2 We asked each other if they want to team up, need to complete assignment

- 3.3 not many common topics to have, L1 learners sometimes may not have enough patience
- Political background and religious background
  - Environment grow in is different
  - Avoid these topics
- 4.1 food, habit, language
- Open to new things, be patient to new things around
- Hong Kong+Latin American
  - Father 2nd generation from HK to Latin American, Mother Latin American-Spanish
  - Latin American till youth
  - Prospective immigrant
  - 2 years in Canada
  - Life time English
  - Comfortable speaking English
  - Same;
  - Local: communicate in informal English
  - Immigrant: not much challenges, based on their language understand what they mean
    - Use translator
  - Awkward: can't communicate, use hand sign or translator
    - Depend on situation, if don't need to talk to her, then don't or use translator
  - Motivation: to be nice and respectful
  - Friend:
    - How to start: open mind
    - Since already mixed culture, can understand multiple kinds of people
  - Make new friends
    - Lack of fluency in English, relationship cannot get deeper
  - Conflict
    - Language barrier
    - Depend on situation, if the translator works, then they might become friends
  - Challenges: none
    - Friendly personality
  - Suggestions:
    - Open mind
    - Respect all culture
- Japan-Chinese, L1 is Japanese,
  - International school
  - Parents are Taiwanese and immigrates to Canada
  - 2 years in Canada
  - 6 years in English environment
  - Normal in comfortability, don't like speaking in English
  - Differences: comfortable in L1, easy to express, hard in English, not enough vocab
  - Local: slang, expressions
    - Strategy: work place help improve language skills

- Immigrants:
  - Chinese people
  - English to others, conservative to what they say
  - Strategy:
    - Avoid being shy
- Awkward: shy person talking to unknown people
- Motivation: want to know about them, want to ask for information
- CBC friend
  - Same major, same class
  - Similar cultural background
- Challenges: interest, don't speak
- Conflict with Turkish person
  - Totally different ideas
  - Strategy: pick good ideas from
  - Results: not everyone is happy
- Challenge fitting:
  - Not hard because of large ethnic group
  - When
- Suggestions
  - If Asians, can find lot of places that have same background and get advices from them
- HK
  - Prospective immigrants
  - Born in HK, 12-13 yrs in HK
  - 22
  - 4 years in Canada, English in kids
  - Comfortable
  - Differences: English be more patient, not L1, need to spend time to think about phrases
    - Possible reasons: L1 VS. L2
  - Locals: expressions, usage of vocab, sometime can not think of words to express himself
    - Strategy: not be afraid to talk, read, talk more
    - Complete a sentence without frequent pauses
  - Immigrants
    - Weird, prefer to use mother tongue
  - Awkward
    - Don't remember
  - Motivation: interested in different culture, getting their opinions,
  - Different
    - Classmates mostly,
  - Challenges
    - Jokes
  - Conflict
    - Value
    - Choices, responsibility, pov
    - Try to negotiate, if the gap is too huge will just avoid it
    - Avoid topics that causes conflict

- Challenges fitting in
  - Met people with different value and perspectives
  - Too diverse will be a challenge
  - Hard to change the person, don't try to solve it just avoid it
- Suggestion
  - Be respective
  - Don't make friends just within the ethnic group
  - Don't have to agree all things, but respect them

Mike

- CBC
  - 18 years as a 3rd generation
  - Grandparents 1st generation, parents 2nd generation,
    - Grandparents speak Chinese
    - Parents: English mainly
    - Himself: English only
  - Mixed culture
  - 2.5 not much challenged, but feeling that people talking to them is having difficulties, he understands the hard change in that kind of people
    - Then the frequency decreases
    - Possible reasons: he lived in a English community
    - Strategy: don't care about english proficiency,
  - 2.6 not related to cultural background, only to strangers, but he has not experienced that
  - Motivation: want to know about people, culture, especially food, how they grow up
    - Possible reasons: inspire him to think differently
  - 3.2 a Indian friend grow up in Japan and immigrant to Canada
    - Start: classmates, introduce habits (anime) to him, where he did not reject
    - A friend of mid asian
      - University classmates
      - Food and religion
  - 3.3 respect every culture
  - 3.4 little conflicts, not related to culture
  - 4.1 Canadian media and policy of multiculturalism
  - 4.2 community church, suggestion: parents can talk about their children, be open, habits like sports, softball not caring about culture and increase frequency decrease fear

Discuss questionnaire questions

Reasons to use 2 versions (Chinese & English)

Why only 3 versions? can't translate into professional, hard to analyse, high cost

Group Meeting #5		
<b>Members:</b> Derek, Benjamin, Leon, Janet	<b>Date &amp; Time:</b> Oct 9, 2018 18:00	<b>Duration:</b> 2.5 hrs
<p><b>Content:</b></p> <p>We continued our discussion on questions to put on our questionnaire, formative study 2. We decided to use 2 language versions(Chinese and English) for 3 types of people (immigrant and prospective, local people, others) in order to get the most genuine response from immigrants that regard Chinese as first language. We have confidence to produce a professional Chinese questionnaire and noticed the fact that immigrants have hard time fully express themselves in second language.</p> <p>We do not necessarily verify/confirm all insights we gain from the interview. Some of them are evident enough that we will not test again on. We tried to order in a flow and to limit the number of questions that do not startle respondents. We would present consent form on the front page (and a checkbox) instead of providing an PDF link to it.</p> <p>Janet and Leon are responsible for the next studio presentation on Oct. 11 about our results from FS1 and the design of FS2 and present refine problem statement which we could not last time.</p> <p>We decided to wait until we get feedback from the studio before launching the questionnaire. Presumably, we will be launching it on Friday night and started distribution on platforms like Wechat and Facebook. We would like to have analysis ready on Monday Oct. 15 to start writing job stories and experience map since.</p>		
<p><b>Notetaker:</b> Janet</p> <p><b>Reviewer:</b> Zongmo Yang</p>		

Group Meeting #6		
<b>Members:</b> Zongmo Yang, Xueyang Li, Zilui Du, Chaohan Zhu	<b>Date &amp; Time:</b> October 14, 2018 19:00 - 21:00	<b>Duration:</b> 2h
<b>Content:</b> <ul style="list-style-type: none"> <li>distributed the work to individuals. (Thursday's presentation, job story, function requirement, experience map)</li> <li>analyzed and extract insights from the questionnaire</li> <li>wrote down the important point that should be included in our works</li> <li>discuss about the topics that we should include in our presentation</li> <li>performed a pilot presentation with a timer</li> </ul>		
<b>Notetaker:</b> Zongmo Yang <b>Reviewer:</b> Zongmo Yang		

Group Meeting #8		
<b>Members:</b> Zongmo Yang, Xueyang Li, Zilui Du, Chaohan Zhu, Janet Liang	<b>Date &amp; Time:</b> October 20, 2018 19:00 - 21:00	<b>Duration:</b> 2h
<b>Content:</b> <ul style="list-style-type: none"> <li>Finalized the entire project</li> <li>Organizing the interview script and the voice recording.</li> <li>Read through the entire assignment for wording and grammar error</li> <li>Discuss the workload distribution for A2</li> </ul>		
<b>Notetaker:</b> Zongmo Yang <b>Reviewer:</b> Zongmo Yang		

## A12. Additional 1: Interview Insights

Category Conflict		
Number	Insight	(gained from) Interviewee
1	When we ask immigrant, most immigrants claim they have conflicts but locals tend not to have conflict	4
2	Conflict usually about value & judgement	2, 8
3	Stereotype make conflict	4, 7
4	Different religious, politic make conflict	1, 2, 8
7	People avoid sensitive topic to reduce conflict	1, 7, 8
13	Keep an open mind	ALL
21	Both parties(that communicate with each other) need to be respectful to make a good connection	4, 5
22	When people try to integrate into a community, cultural shock may leads to conflict	4
25	Practise based on past experience from their hometown leads to conflict	4, 5

Category Connection
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Number	Insight	(gained from) Interviewee
1	Certain environment contribute to start connection	6-12
16	For local, immigrant's english level is not an issue for making connection between immigrants and local	1, 6
17	Common habit contribute to start connection between locals and immigrants	1, 6
18	Shared interests contribute to start and strengthen connection	1, 2, 3, 5, 6
19	Community service enhance social fabric	8
20	Immigrants can go seek a community that has a strong connection	8
23	New immigrants can find a experienced immigrant who has similar background to help	10
24	Frequency of using social media holds positive relation with social fabrication	
26	Keep in touch to maintain a connection	
27	Be more open for other opportunity	ALL

Category Motivation		
Number	Insight	(gained from) Interviewee
6	Exchange information	6-12



14	Knowing others is a factor to motivate connection	ALL
15	Know other perspectives motivate people making connection	ALL
22	Cultural shock may discourage motivation to make connection	

Category Expression		
Number	Insight	(gained from) Interviewee
8	Local patiently wait for immigrants to speak	7, 9, 12
9	Be patient when talking with locals, be considerate and articulate what one wants to express	12
10	Unknown english expressions	5
11	Even fluent speaker have hard time fully express themselves	5, 11
24	Social media helps learning language pragmatics	

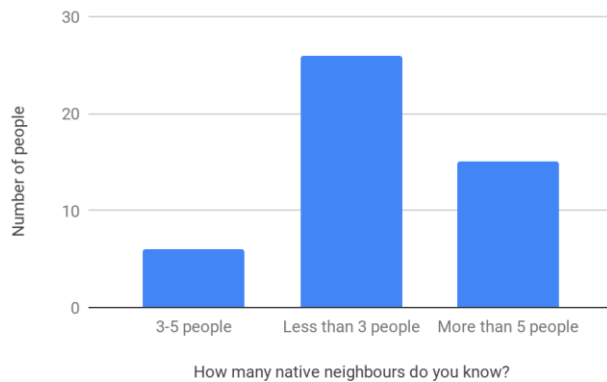
Category Expression		
Number	Insight	(gained from) Interviewee
12	Confusion on sense of identity	1

## A15. Additional 2: Questionnaire Data Analysis

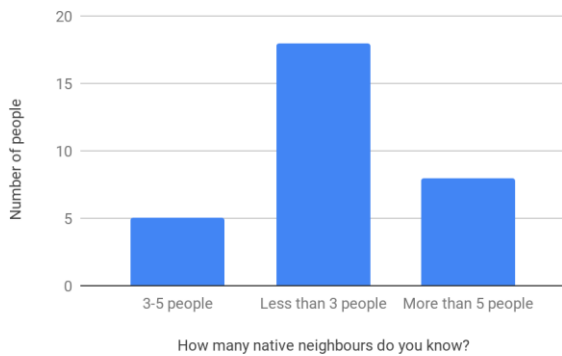
Within Immigrants

Length in Canada → number of known local

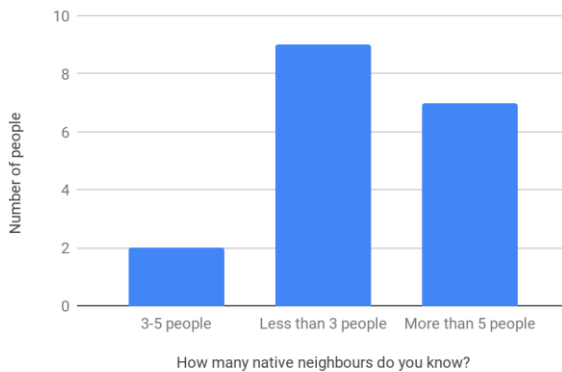
How many native neighbours do you know?  
Immigrants come less than 5 years ago



How many native neighbours do you know?  
Immigrants come 5-10 years ago



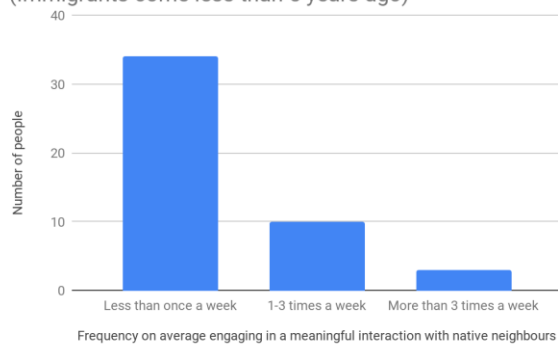
How many native neighbours do you know?  
Immigrants come more than 10 years ago



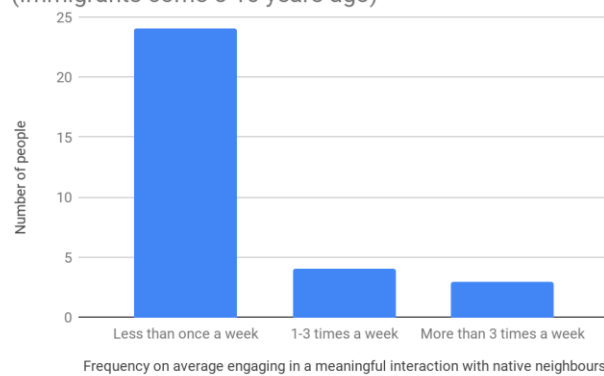
Live longer contribute to more known native neighbours.

## Length in Canada → frequency of interaction

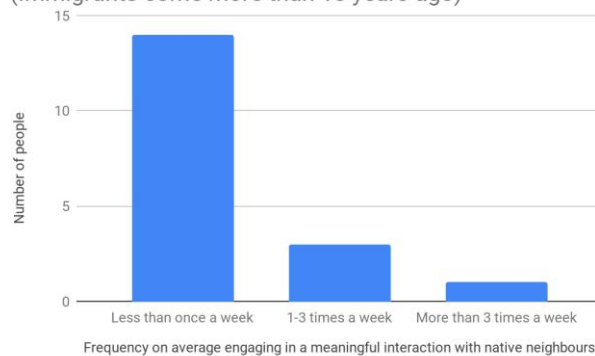
How often on average do you engage in a meaningful interaction with native neighbours in your free time?  
(Immigrants come less than 5 years ago)



How often on average do you engage in a meaningful interaction with native neighbours in your free time?  
(Immigrants come 5-10 years ago)

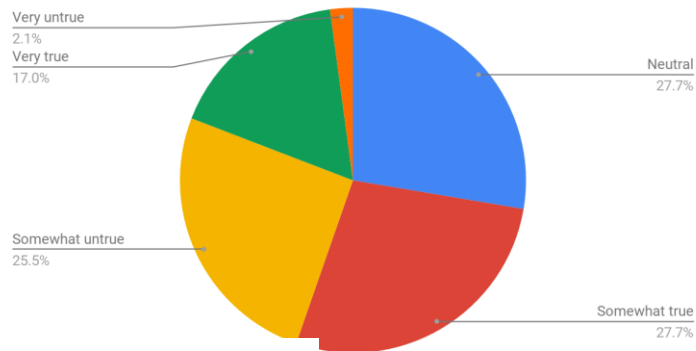


How often on average do you engage in a meaningful interaction with native neighbours in your free time?  
(Immigrants come more than 10 years ago)

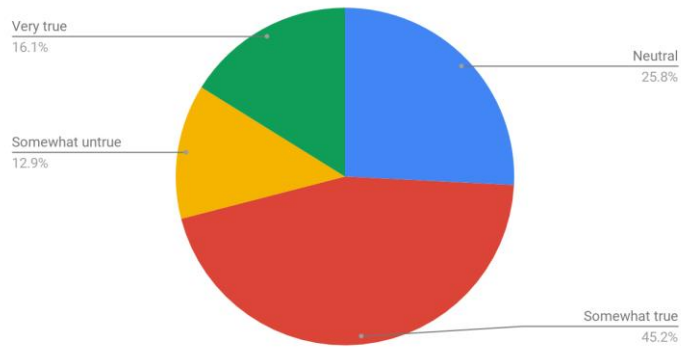


Interesting results that even for immigrants that come early to Canada, they still interact few times with local neighbours. Which is a pain points that for immigrants of any length of living.

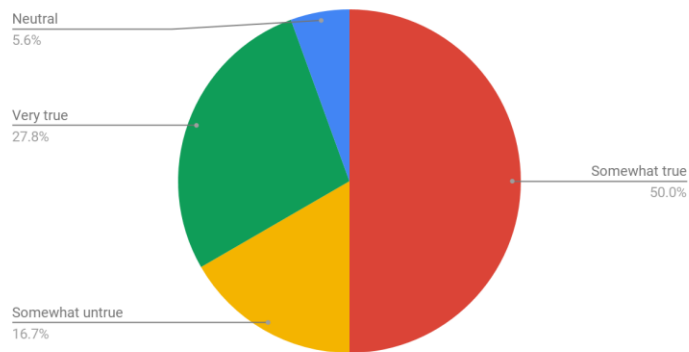
Do you feel at home in Canada?  
(Immigrants come less than 5 years ago)



Do you feel at home in Canada?  
(Immigrants come 5-10 years ago)



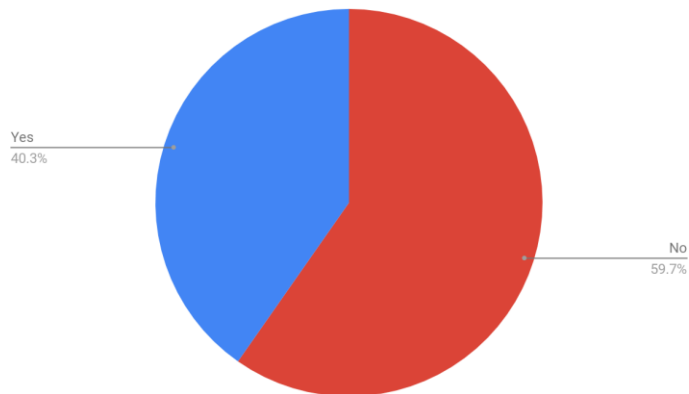
Do you feel at home in Canada?  
(Immigrants come more than 10 years ago)



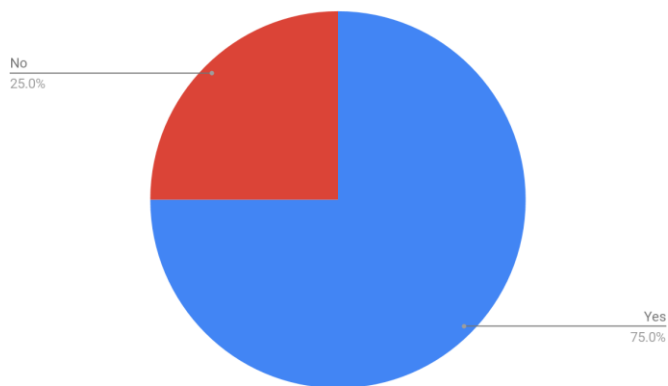
Reasonable result that immigrants feel more like at home in Canada if live longer.

### Frequency → invitation

Have you invited native neighbours over to your place for a visit?  
(Immigrants with less than once a week interaction with locals)



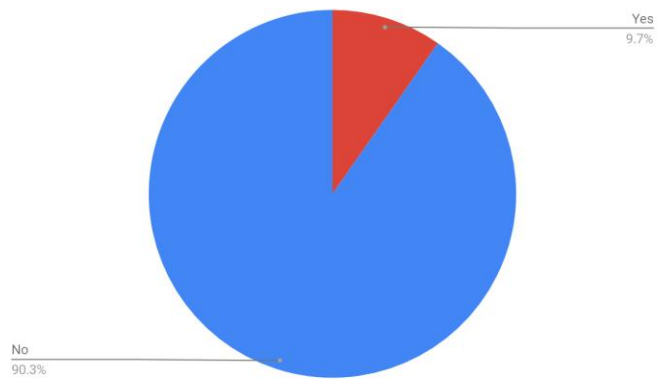
Have you invited native neighbours over to your place for a visit?  
(Immigrants with more than once a week interaction with locals)



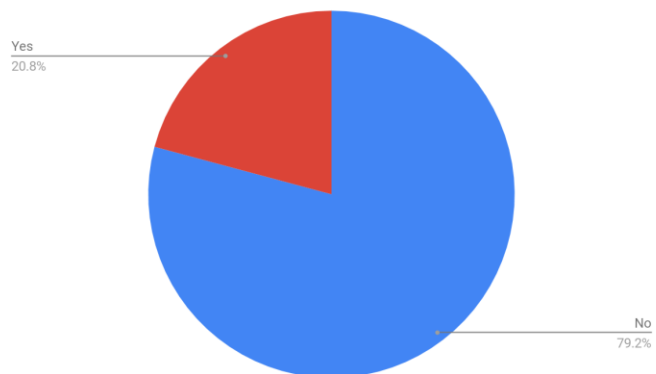
Immigrants that interact with neighbours more frequently tend to be willing to invite native neighbours.

## Frequency → conflicts

Have you experienced any conflicts with native neighbours?  
(Immigrants with less than once a week interaction with locals)

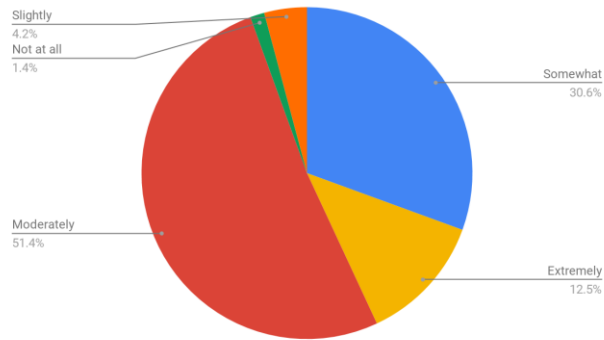


Have you experienced any conflicts with native neighbours?  
(Immigrants with more than once a week interaction with locals)

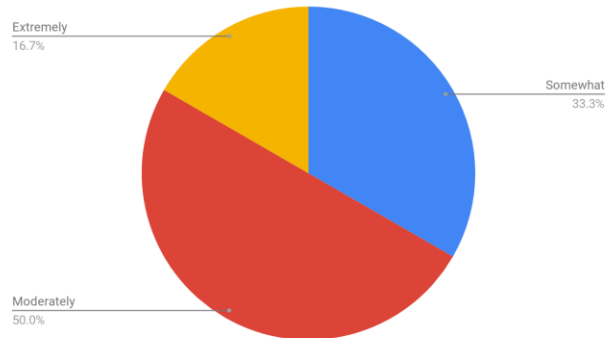


## Frequency → comfortable in diversified neighbourhood

How comfortable are you living in an ethnically diverse neighbourhood?

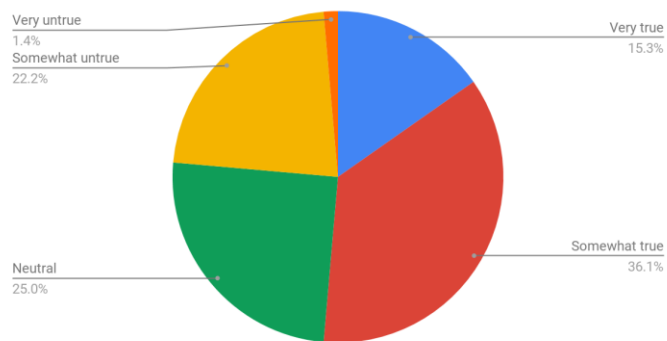


How comfortable are you living in an ethnically diverse neighbourhood?

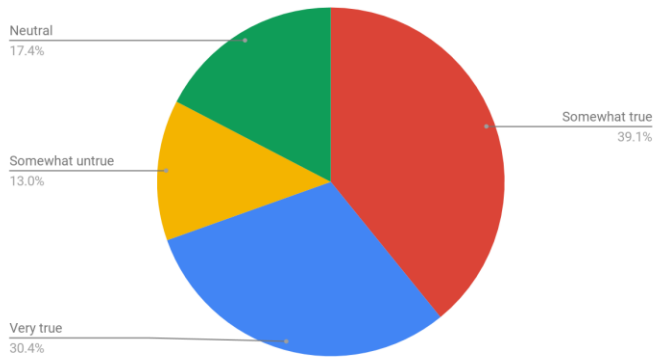


## Frequency → feel like home

Do you feel at home in Canada?  
(Immigrants with less than once a week interaction with locals)



Do you feel at home in Canada?  
(Immigrants with more than once a week interaction with locals)





## A13. Who Did What

Zongmo Yang

1. 4 interview - 4 hours
2. distribute about 150 questionnaires (online and hand tablet to people) - 7 hours
3. functional requirements - 5 hours
4. analyzing data, extract open-questions' insights and draw the graphs from 200 questionnaire - 3 hours
5. job stories 2 hours
6. group meeting- 16

total:37 hours

Zhi Tong Liang

1. 1 interview - 1 hour
2. Job storeis - 3 hours
3. general problem statement - 7 hours
4. field studies - 6 hours
5. presentation preparation - 2 hours
6. group meeting: 18

total: 37 hours

ZILUN DU

1. Protocols and consent forms preparation-0.5 hours
- 2.15 Questionnaires (on random immigrant not Chinese by searching participants on street)- 1 hours
3. Extract Insights on open questions from questionnaire 1 hour
4. Job stories 10 hours
5. Presentation preparation – 3 hours
6. Group meeting- 20 hours

total: 35.5 hours

Chaohan Zhu

- 1.1 interview - 1 hour
2. 5-10 questionnaires- 0.5 hours
3. Questionnaire data analysis 6 hours
4. Experience Map 6.5 hours
5. Experience Map description 2 hours
6. Presentation on formative studies, job story & Experience Map 2 hours
7. meeting 18 hours

total: 36 hours

Liyuan Peng

- 6 interviews - 6 hours  
paper/background research - 6 hours  
meeting 16 hours

job stories 3 hours

total: 31 hours

Xueyang Liu

Organize meetings and tracking schedule - 4 hrs

Decompose and distribute tasks - 6 Hrs

Refine General Problem Statement - 4 hrs

Field Study - 10 Hrs

Finalize Report - 10 Hrs

total: 34 hrs

## A14.REFERENCES

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