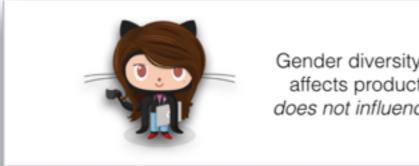
Software languages: designing for ...?

Alexander Serebrenik @aserebrenik Eindhoven University of Technology, The Netherlands



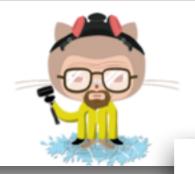
Differences are important



Gender diversity positively affects productivity and does not influence turnover

Bogdan Vasilescu, Daryl Posnett, Baishakhi Ray, Mark van den Brand, Alexander Serebrenik, Premkumar Devanbu, Vladimir Filkov

2015 ACM CHI Conference on Human Factors in Computing Systems



Tenure diversity positively affects both productivity and turnover



Empir Software Eng (2014) 19:955-1008 DOI 10.1007/s10664-013-9244-1

On the variation and specialisation of workload—A case study of the GNOME ecosystem community

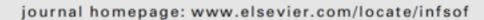
Bogdan Vasilescu · Alexander Serebrenik · Mathieu Goeminne · Tom Mens

Information and Software Technology 51 (2009) 627-639



Contents lists available at ScienceDirect

Information and Software Technology





How do personality, team processes and task characteristics relate to job satisfaction and software quality?

Silvia T. Acuña a, Marta Gómez b,*, Natalia Juristo c

Differences affect acceptance of our designs





Software Languages are designed too!

Design for everybody?

Reined van Meerten, civil servant at the Amsterdam municipality:

access will be extremely public-friendly, so that computer illiterates can participate too

Jeff Atwood, founding father of StackOverflow:

<...> for developers, it is not for everybody, it is for developers you know who have technical questions and things they are looking at.

Design for everybody?

Reineke van Meerten, civil servant at the Amsterdam municipality:



access will be extremely public-friendly, so that computer illiterates can participate too



Jeff Atwood, founding father of StackOverflow:

<...> for developers, it is not for everybody, it is for developers you know who have technical questions and things they are looking at.

Design for...?

Félipe Rodriguez, programmer of DDS:

What users themselves want? {laughing} Well... the system of course was not built because people wanted it so badly; the system is built because **we** thought <...>

Jeff Atwood, founding father of StackOverflow:

<...> putting the information that works for **me**, right **personally**, like things I'm interested in but also at the level when it is helping other people and they can contribute

I-DESIGN

I-DESIGN

Participatory techniques

- Are differences between the SL users **recognised** by the SL designers?
- 2. **Should** the differences between the SL users be taken into account by the SL designers?
- 3. Have you applied **participatory techniques** when designing SL? How did it go?