

# Extending HCI Principles to Other Cultures and Countries

CSE 510

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NAVER

자구의 날, 작은 실천을 약속하세요

검색

SmartFinder 휴대폰 | 영화 | 자동차 | 게임 | 300만 화소 블루투스 휴대폰?

메일 카페 블로그 지식iN 쇼핑 부동산 | 사전 뉴스 증권 지도 영화 | 더보기 ▾

실시간 급상승 검색어 1 신성우

273

AD캐스트 ?  
NHN  
  
◀ □ ▶

## 1,000원에 만나는 한자학습 완벽체험

연명한 학부모라면 클릭

한자마루



뉴스캐스트 ?  
언론사별 보기 ▾  
mbn TV  
경향신문  
중앙일보  
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일간스포츠  
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연합뉴스 &gt; [긴급] 北"임금등 개성공단 특혜 재검토" 뉴스홈 | 경제 | 스포츠 | 연예

종업원에 팀 찔러주고  
육수 얻어와 '대박'

① 중앙일보 | 최종편집: 04.21. 23시 21분

My뉴스 설정 | 구독



스타들의 웨딩사진

- 자막에 주목해주세요, 다비치 '8282' 코믹 립싱크
- 분명히 아는 사람인 거 같은데 기억이.. 어, 반가워
- 바람과 함께 사라진 초등학생들, 그들은 용감했다?
- 직접 만든 '이상한 나라의 앤리스' 인형 웃

1/2 ▶

ET675 | 요즘 뜨는 이야기 No.141 | 2009.04.21

구독

오픈캐스트 ?  
추천 캐스트 ▾  
생활의 발견  
요즘 뜨는 이야기  
끌나지 않는 여행 이야  
삼매의시네마천국  
  
◀ ▶

오늘의 영화



공효진 &amp; 신민아

개봉 영화 장편 예고편  
자매로 만난 그녀들  
[지금, 이대로가 좋아요]

오늘의 문학

승자는 혼자다 10회  
The Winner Stands Alone  
파울로 코엘료의  
신작 장편 소설 독점 연재

오늘의 책

하워드 진의 만화  
미국사  
하워드 진  
미국의 또 다른 얼굴?

아이디 ID저장 보안 2 단계  
비밀번호 로그인  
회원가입 | 아이디/비밀번호 찾기  
IP보안 ON

2009.04.22. (수)

날씨 | 쾌청하나 평년보다 조금 쌀쌀해요

TV편성 | 오늘의 텔레비전 프로그램 편성표

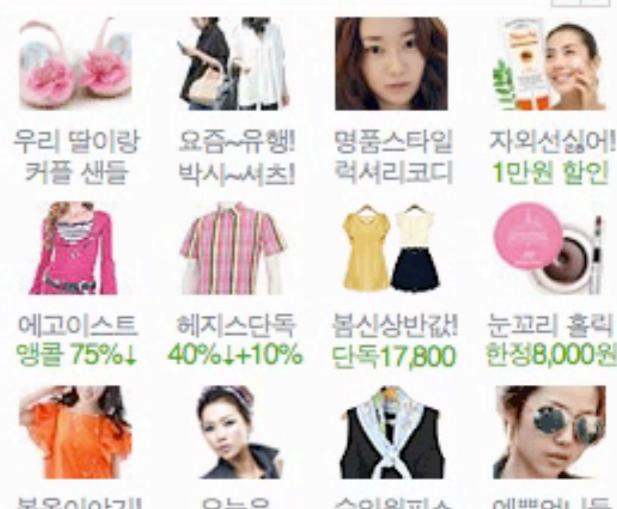
스포츠 | EPL 예고 04:00 리버풀 vs 아스널

증시 | 다우 7,842.84 ▲1.11

&lt; 스포츠 | 날씨 | 환율 | 시계 | 달력 &gt;



쇼핑 | 핫세일 | 뜨는쇼핑 | 럭키투데이

G마켓·옥션·11번가·인터넷카드·롯데닷컴·GS이마트  
Hmall·롯데몰·디앤샵·OTTO·CJmall·신세계·AK몰



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캘린더



툴바



데스크톱



Picasa



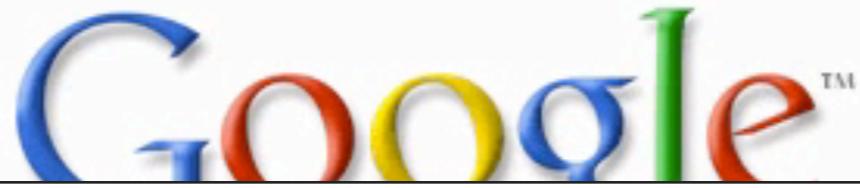
YouTube



크롬

광고 프로그램 | 채용정보 | Google 정보 | Google.com in English

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Adapting user interfaces to a user's geographic background can increase ...

- user satisfaction
- efficiency
- market share

We design technology for WEIRD users



# Learning goals

Be able to answer

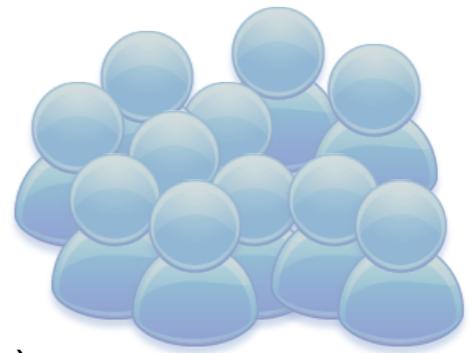
- What is culture?
- What are its effects on perception, preferences, and performance?
- What can go wrong if I don't know about this?
- So how do I design for different cultures?

What is this intangible beast called culture?

# What is culture?

- culture of shared values
- national culture: culture = country?
- organizational culture
- individual culture

shared culture  
(within or across  
countries and  
subcultural groups)



individual culture



# Some dimensions of individual culture



# Cultural classifications

- goal: find a system of regularity to the way that ideas, information and concepts are shared
- does not define the individual
- shows tendencies within cultural groups
- cultural groups can be national, organizational, unions of national cultures...

# Edward T. Hall

- investigated cultural differences in communication styles

## High context cultures

- include much of the Middle East, Asia, Africa, and South America
- emphasis on interpersonal relationships
- development of trust before any business transaction
- words are less important than context (tone of voice, gestures, status)
- communication is more indirect and formal

## Low context cultures

- North America and much of Western Europe
- communication is straightforward, and action-oriented
- “trust is good, a contract is better”

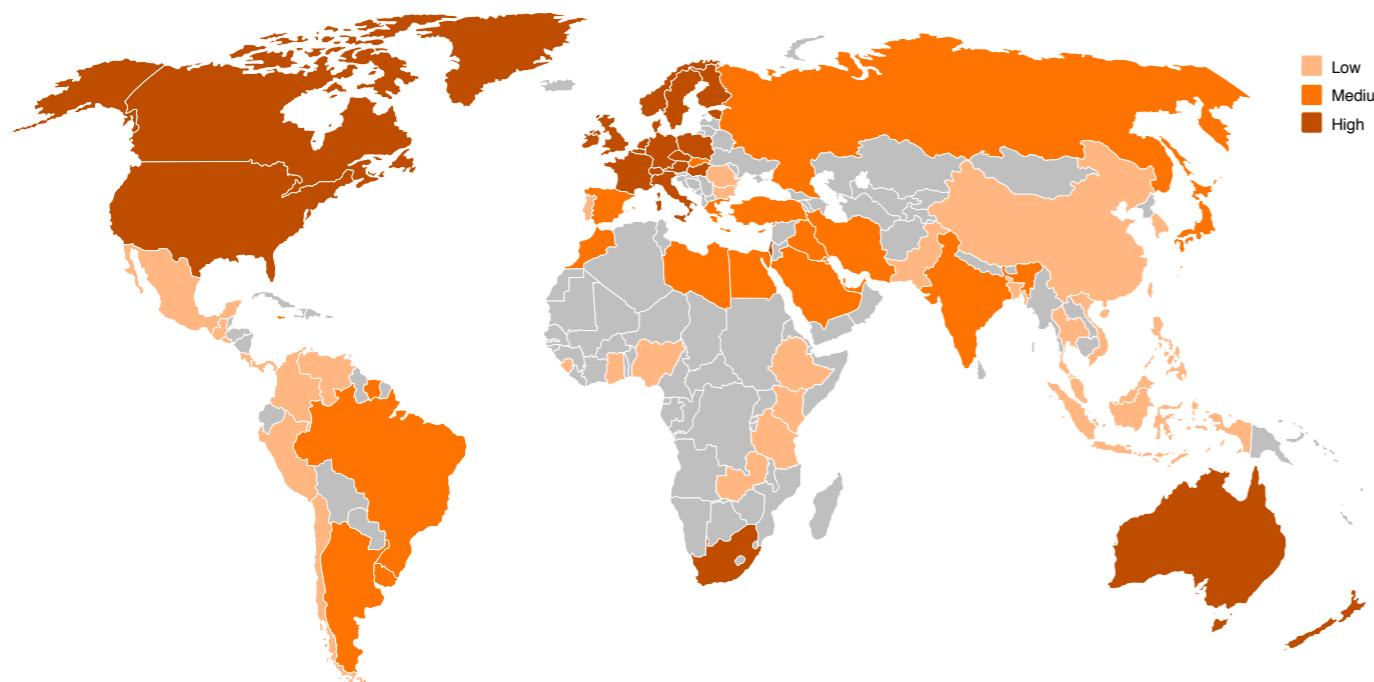
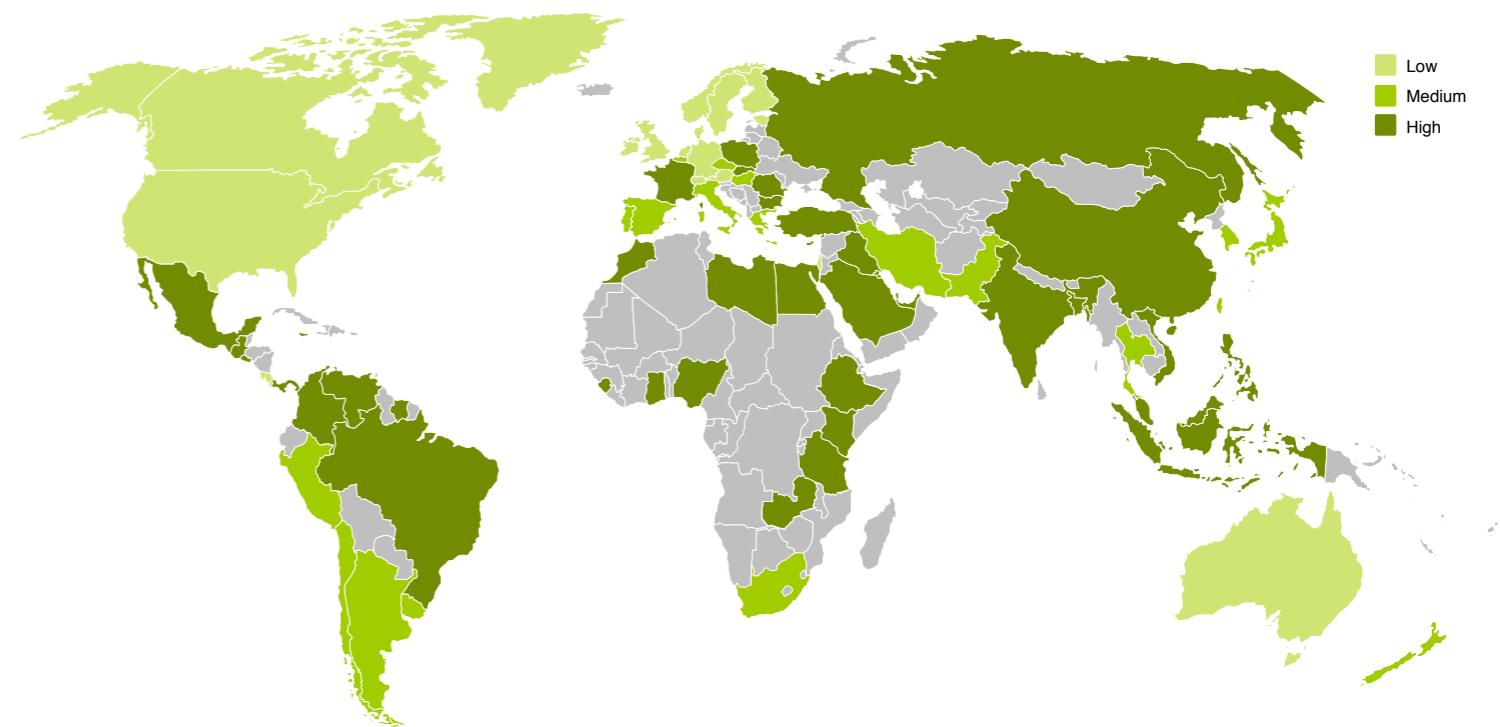
# Geert Hofstede

- investigated national culture and work-related cultural values
- measured differences across a multinational corporation (IBM)
- Outcome: four (later five) cultural dimensions
- Each country is represented by five scores, one for each of these dimensions
- Facilitates a comparison of national cultures, e.g., for intercultural business communication
- describes tendencies, not individuals!

# Hofstede's cultural dimensions

Small versus large Power Distance

- equality
- power and status
- upward mobility



Individualism versus Collectivism

- individualists are expected to develop and show their personality
- collectivists define themselves and act as members of a group

# How does culture affect our perception?

# Information perception and processing

- early in life our brains are particularly malleable
- cultural exposure affects how our brain develops
- this leads to measurable neuro-anatomical changes in the brain
- as a result, we differ in how we perceive, process and reason about information

[Nisbett and Masuda 2003; Norenzayan and Nisbett 2000, Gutchess et al. 2006; Goh et al. 2007]

# Cognitive styles

Analytic thinkers (common in Westerners)

- detachment of objects from the context
- tendency to focus on objects' attributes
- categorical rules to explain and predict behavior

Holistic thinkers (most East Asians, Mid-Easterners, South Americans, Africa, ...)

- context, attention to relationships between the focal object and the field
- explain events on the basis of such relationships

Effects:

- cultural routines seem to encourage the reliance on one system
- determines whether we scan web sites in a circular manner (East Asians), or sequentially traverse different areas (Westerners)

[Norenzayan et al., 2007; Nisbett, 2003]

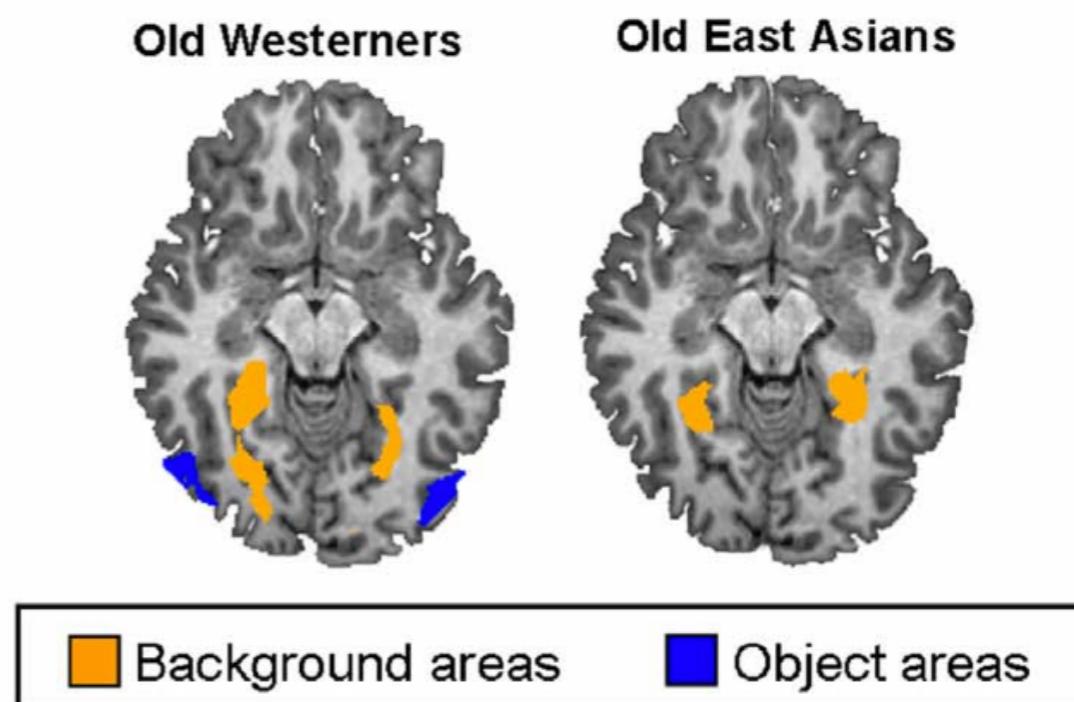
# Object recognition and focus

Westerners...

- attend to individual objects more than East Asians
- show increased activity in the lateral occipital complex, responsible for object recognition

East Asians...

- show greater neural engagement if the background of an image is changed
- can memorize foreground objects better than Westerners despite changes in the background

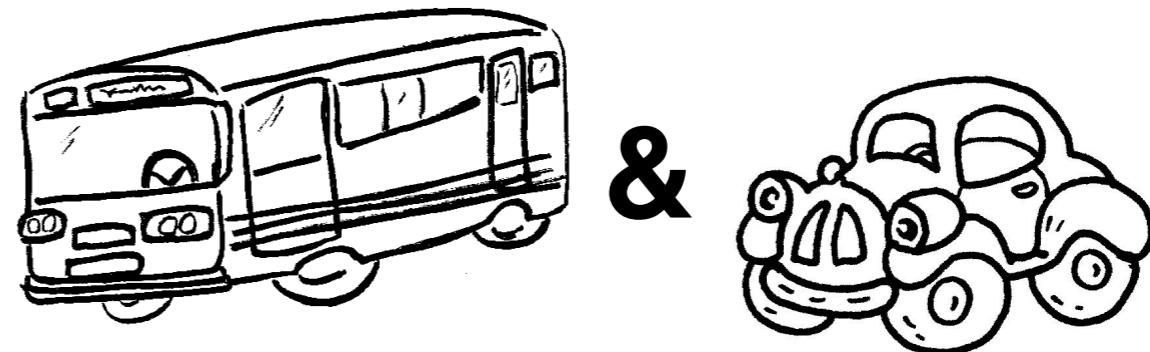


[Gutches et al. 2006; Goh et al. 2007; Norenzayan et al., 2007; Nisbett, 2003]

# Object classification

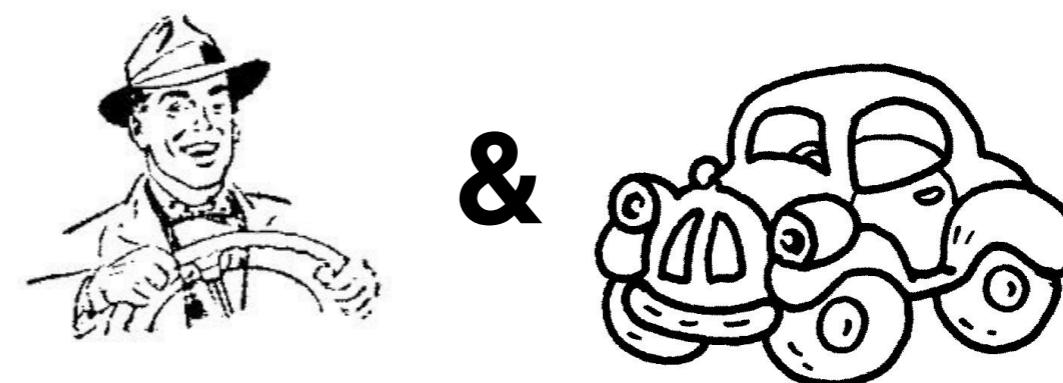
Westerners...

- are taught nouns first
- emphasize categories
- usually group objects according to their taxonomic classification



East Asians...

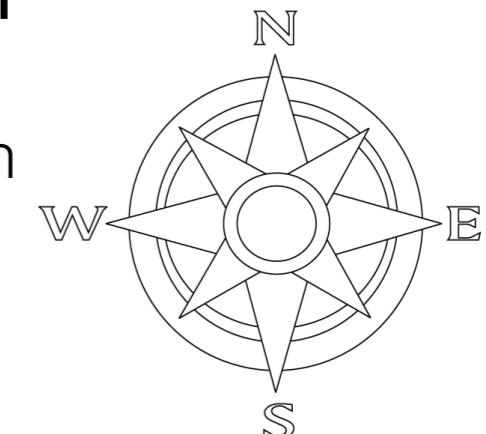
- acquire a broad vocabulary of verbs first
- organize objects based on their relationships to another (e.g. car and driver)



[Ji et al. 2004; Nisbett and Masuda 2003, Boroditsky 2009]

# Object arrangement and spatial cognition

- people usually arrange objects according to their reading direction (e.g. for temporal ordering)



## Geocentric frame

- base references on cardinal directions ("the student in the east of the classroom")
- temporal ordering follows cardinal directions (e.g., East to West)
- most populations in the world

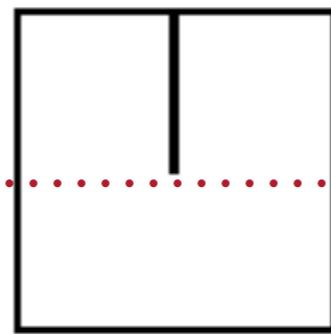
## Egocentric frame

- describe objects relative to the self ("the student on my left side")
- temporal ordering usually follows the reading direction
- industrialized populations (e.g., Japanese, English, Dutch...)

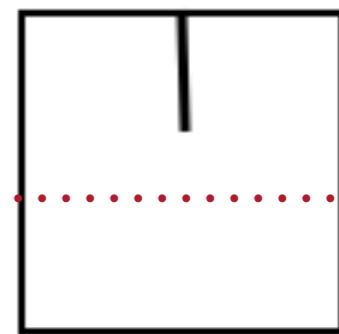
Stimulus



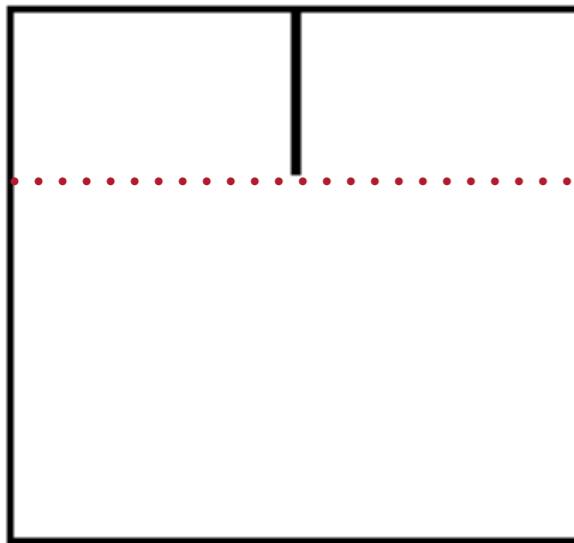
absolute  
length



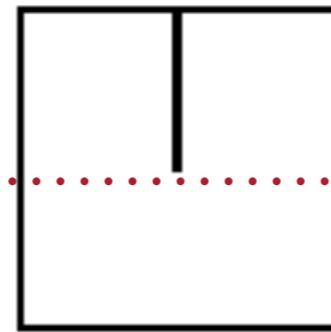
relative length



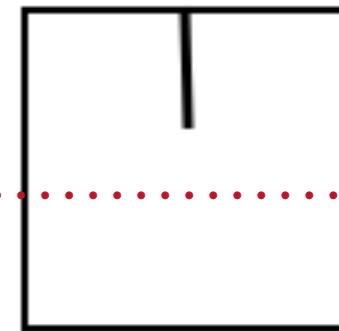
Stimulus



absolute  
length

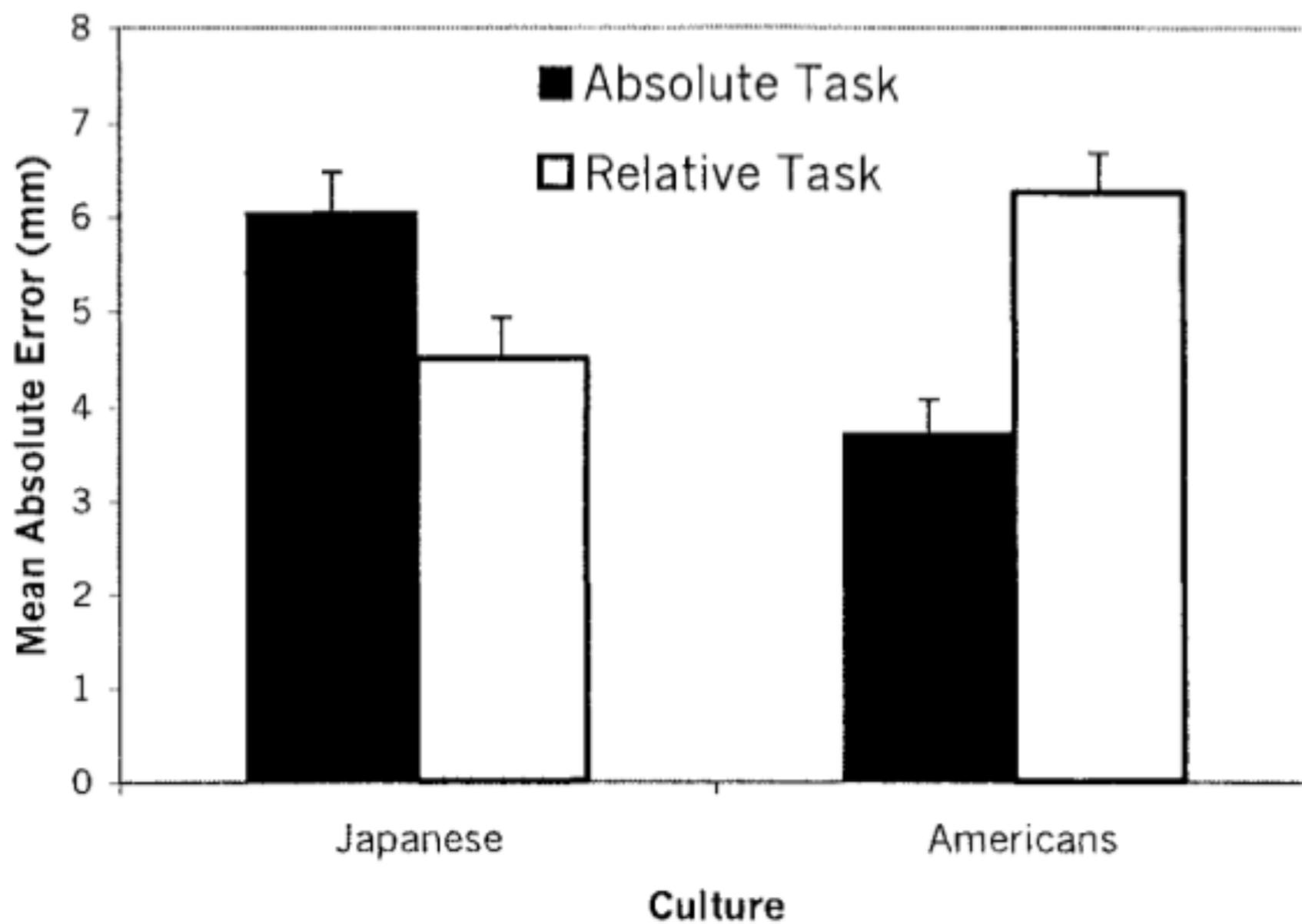


relative length



- Are Americans and Japanese both equally good or bad at reproducing the line with a relative and absolute length?
- Is one cultural group better at one condition than the other?
- Why?

- Japanese were better in reproducing the line in proportion to the size of the frame.
- Americans were better in ignoring the frame and reproducing the absolute length of the line.



How does culture affect  
our user interface preferences?

# Effects of culture on design preferences

- it is likely that our environment influences our user interface preferences (e.g. for orderliness, colorfulness, information density...)
- national culture can be a good predictor for preferences (to a certain extent)



Seoul, South Korea



Bangalore, India



Kigali, Rwanda

# Do user preferences really differ across countries?

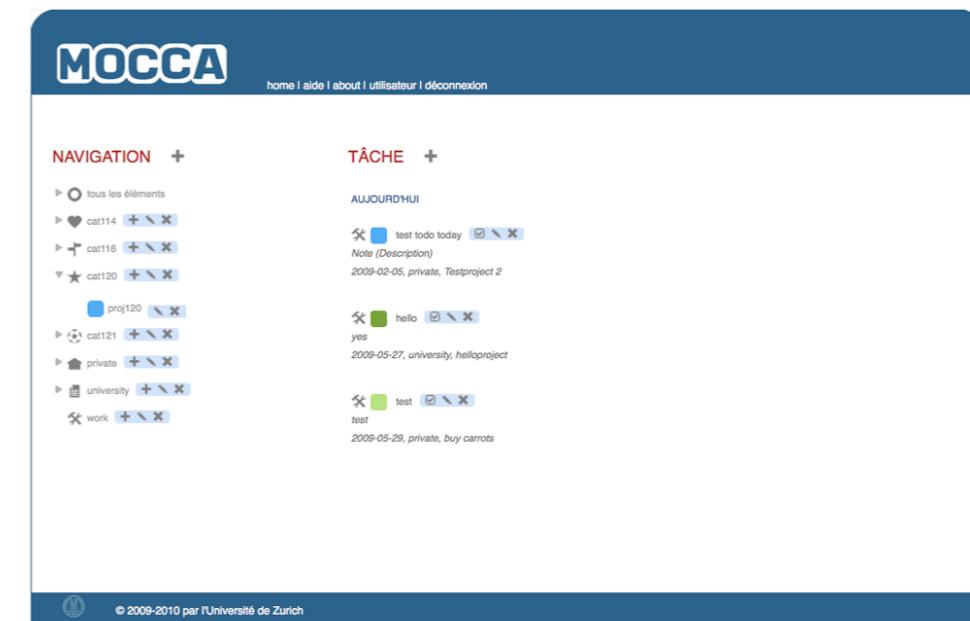
Thailand



Rwanda



Switzerland



- bright colors
- interface areas color-coded
- high image-to-text ratio
- medium support
- step-by-step guidance through dialogs

- saturated, contrasting colors
- interface areas color-coded
- high image-to-text ratio
- wizard/maximum support
- nested tree navigation

- monotone colors
- minimalist
- low image-to-text ratio
- low support
- nested tree navigation

# Effects of culture on trust

- visual appeal and perceived usability is a first step towards trust
- both are dependent on culture!
- we trust web sites that correspond to our understanding of a professional look

**NxPay**

You are logged in to **CLIENT GATEWAY**

Welcome Katharina Reinecke to your client gateway. From here you can manage, edit and remove your bank and Accounts.

**News / Notices**

Date posted	Title
2010-05-28 10:19:51	***URGENT SECURITY WARNING***

Displaying News (1 - 1) Total News (1)

**Account Totals By Currency**

Currency	Total Balance	Available Funds	# of Accounts
USD	0.00	0.00	1

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197 75

Deutsche Bank Research Die Welt verstehen Leistung aus Leidenschaft

interaktive Landkarten benutzen

31. März 2011 Preisverleihung „Stadt der Wissenschaft 2012“: Lübeck ausgezeichnet

30. März 2011 „Spring into Banking“ – gelungene Premiere

28. März 2011 Steuererklärung 2010: Wie Riester-Sparer ihre Vorsorgebeiträge geltend machen

**Privatkunden und Asset Management**

**Corporate & Investment Bank**

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365 Orte im Land der Ideen

**Unterstützen Sie jetzt Ihr Lieblingsprojekt!**

If culture affects perception and preferences,  
does it also affect our performance?

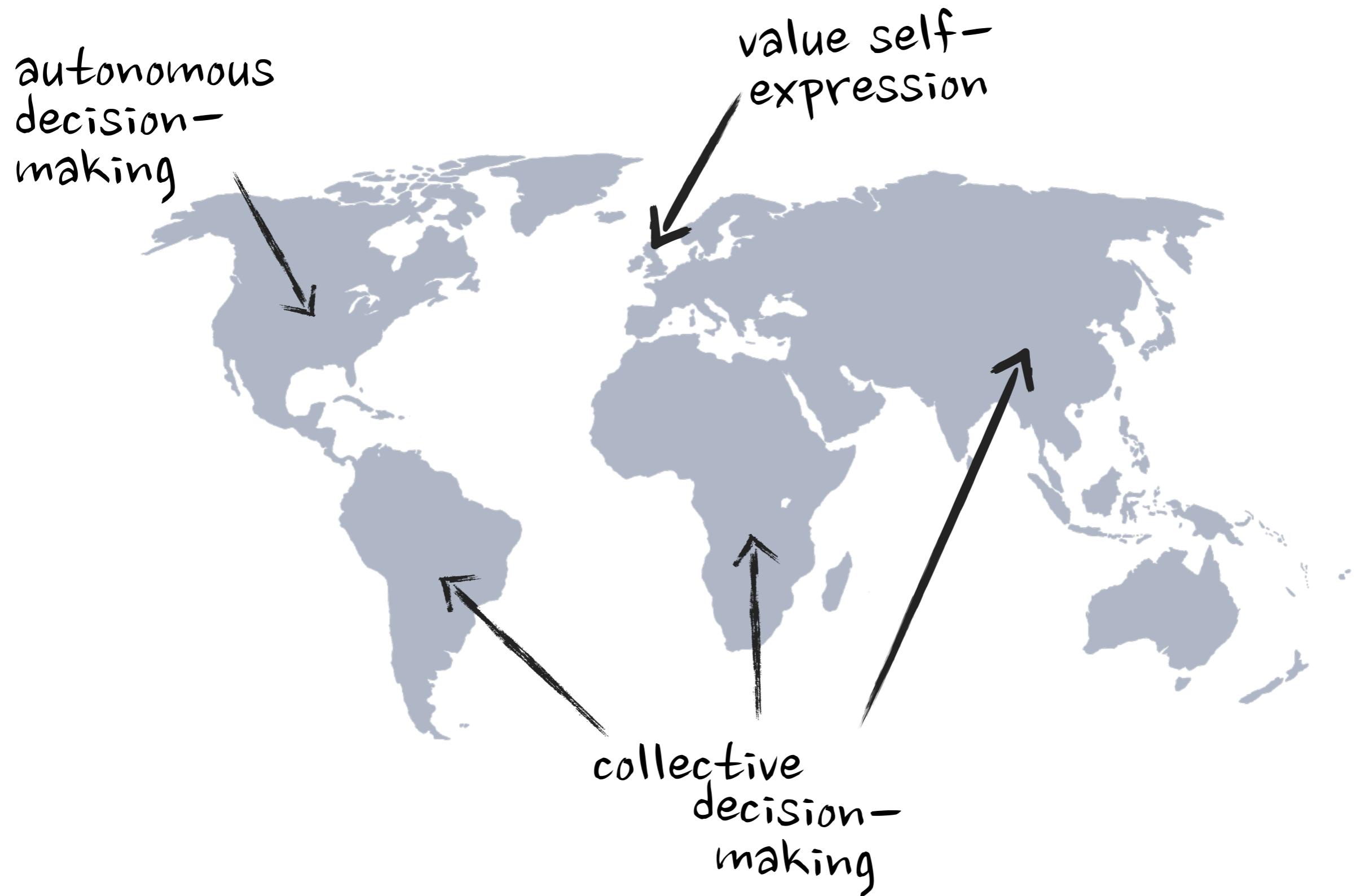
# Effects of culture on performance

- US users were found to perform better with the US version of a website than with a Greek or Italian version
- multinational users perform better with interfaces that cater for their ambiguous cultural background, than if presented a US interface

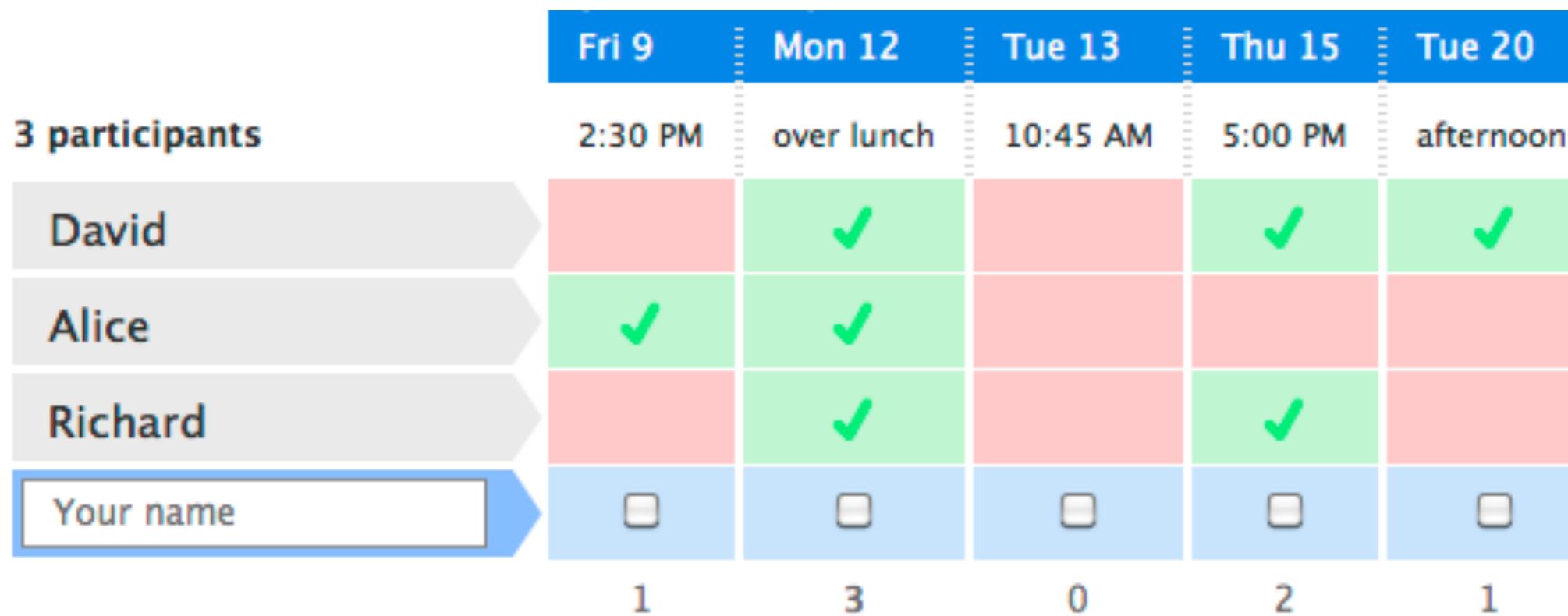
The screenshot shows the MOCCA interface with a light blue header and footer. The main area is divided into three panels: 'NAVIGATION' on the left, 'TÂCHE' in the center, and 'WIZARD' on the right. The 'NAVIGATION' panel contains links like 'tous les éléments', 'Travail', 'Sport', 'Football', 'Base-ball', and 'Université'. The 'TÂCHE' panel lists tasks such as 'Nettoyer', 'Rendre plan pour le projet Levita', 'Faire du vélo avec Bob', 'Preparer pour Programmation I', and 'Acheter une balle'. The 'WIZARD' panel shows a hierarchical tree of categories (Family, Work, Finances, E-mails, Sport) and projects (cat114, cat116, cat120, proj120, cat121, private, university, work), with a note about assigning projects to categories and to-dos to projects.

The screenshot shows the same MOCCA interface but with a dark blue header and footer. The main area has a different color scheme. The 'NAVIGATION' and 'TÂCHE' panels are identical to the first screenshot. The 'WIZARD' panel is also identical, showing the same hierarchical tree of categories and projects.

How does culture affect  
our behavior?



# Doodle®



[Reinecke et al., CSCW'13]

**1 participant**



**Participant 1**



**Your name**

NOVEMBER 2012		
Wed 21	Thu 22	Fri 23

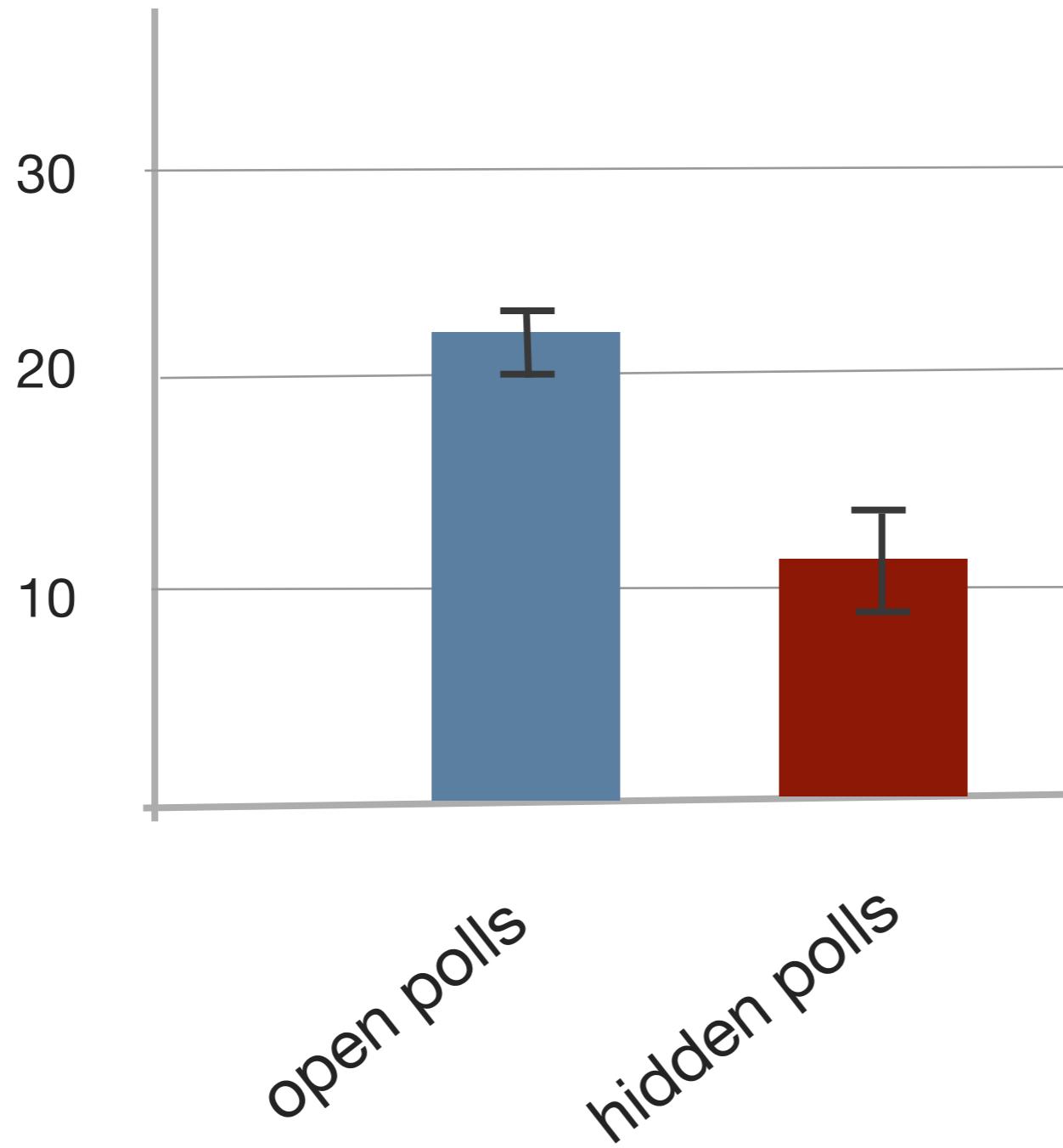
**Can't make it**

**Save**

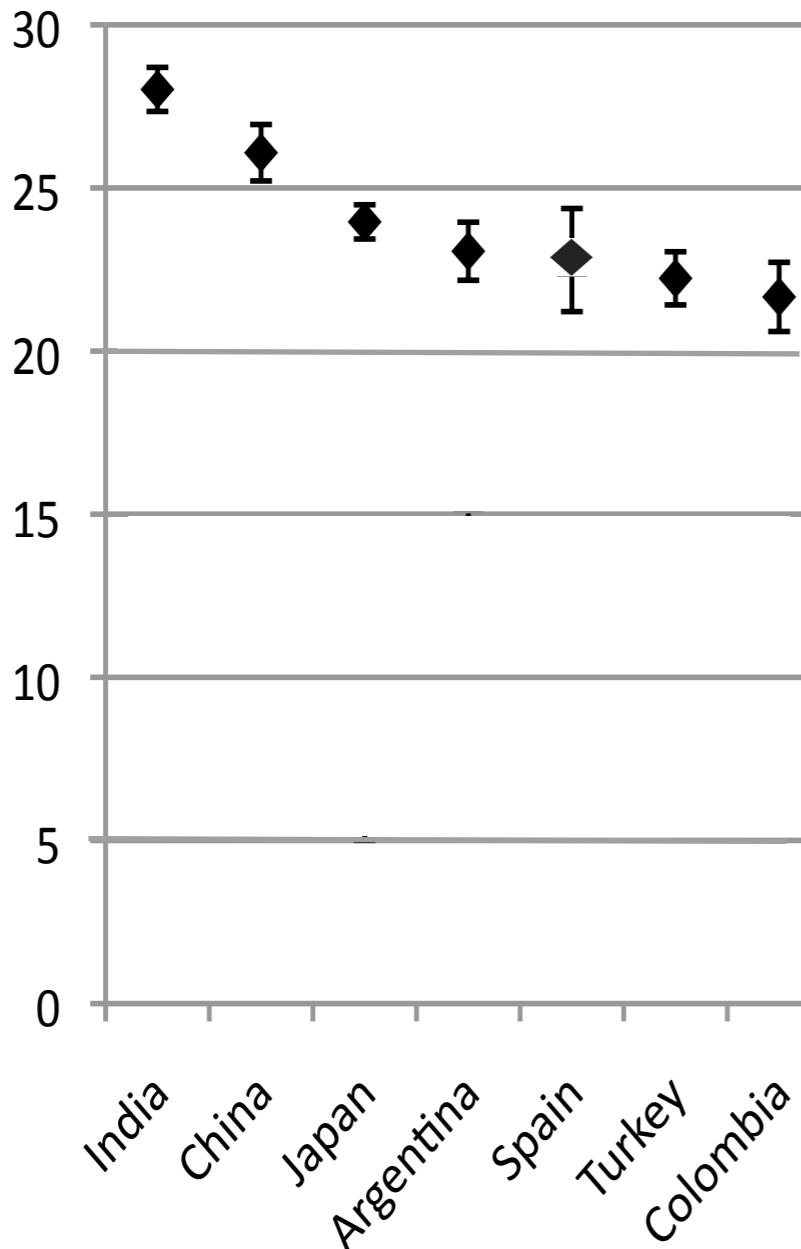
[Reinecke et al., CSCW'13]

# Seeing others' answers affects choices

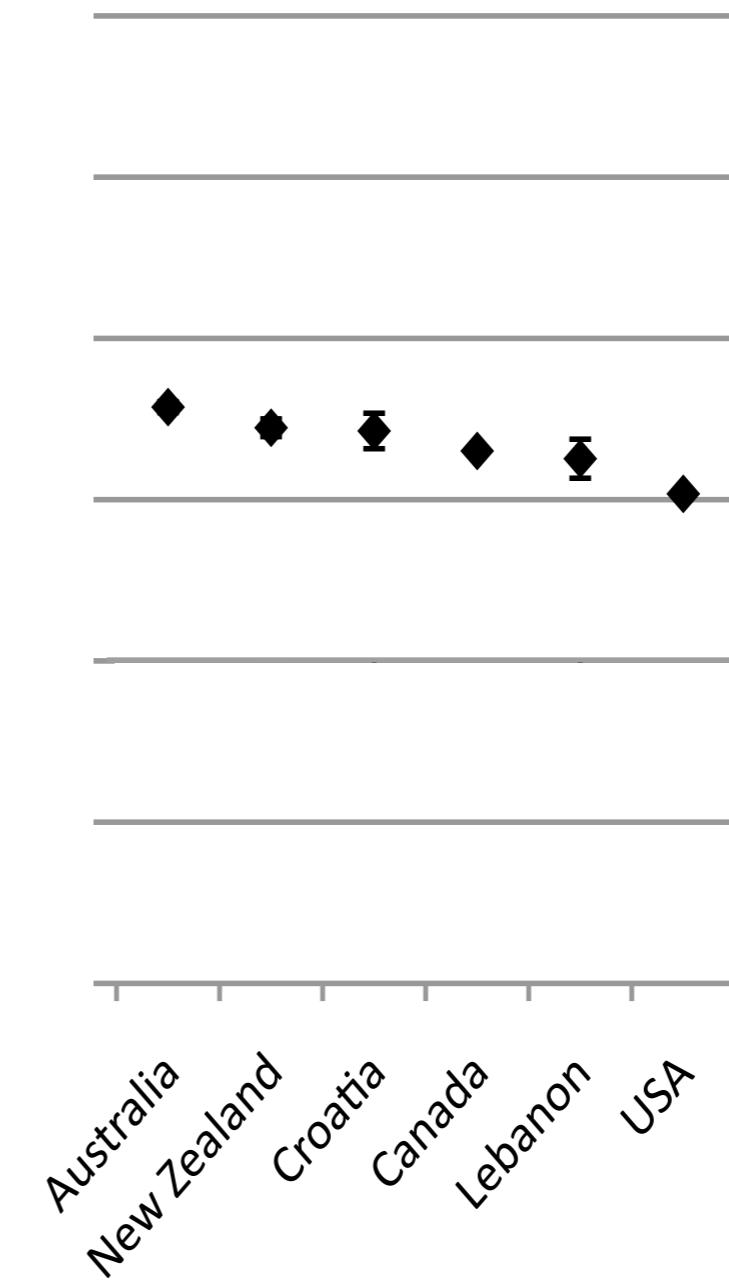
Average fraction  
of consensus  
options



fraction of consensus  
options

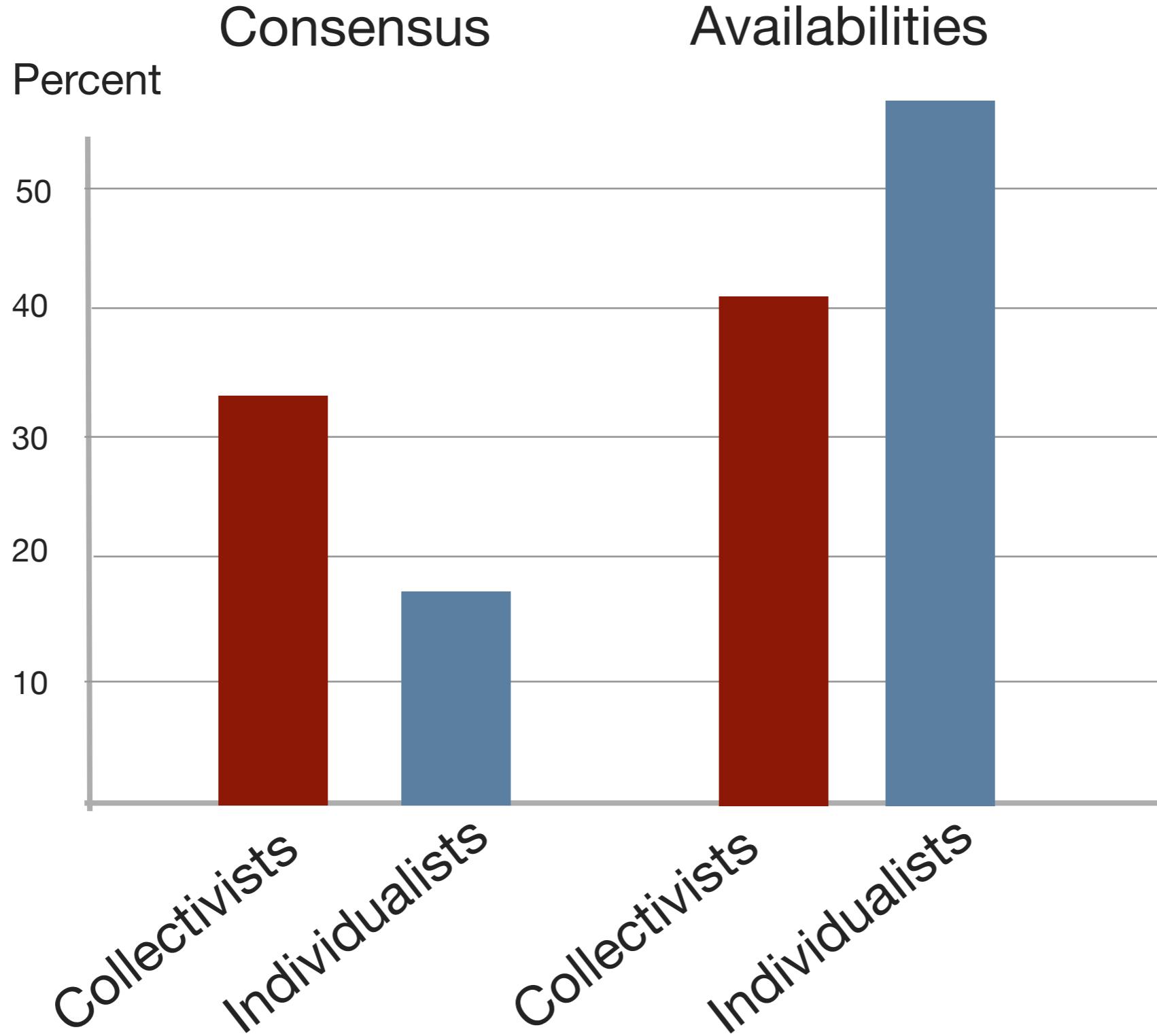


Collectivists



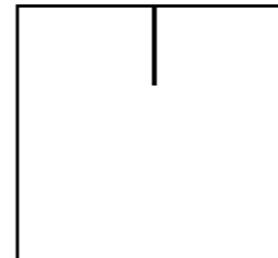
Individualists

[Reinecke et al., CSCW'13]



# Culture influences ...

- ▶ perception



- ▶ visual preferences



- ▶ performance



- ▶ behavior

**Doodle®**

# What happens if we don't design for culture?

# Problems gaining market share

Advanced search  
Language tools

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# Problems gaining market share

해피빈 | 쿠팡 | 네이버 | Hanagame

Istep for green NAVER 지구의 날, 작은 실천을 약속하세요.

SmartFinder 휴대폰 | 영화 | 자동차 | 게임 | 300만 화소 블루투스 휴대폰?

검색

메일 카페 블로그 지식IN 쇼핑 부동산 | 사전 뉴스 증권 지도 영화 | 더보기 ▾

실시간 급상승 검색어 1 신성우 273

AD캐스트 ? NHN

1,000원에 만나는 한자학습 완벽체험 한자마루

현명한 학부모라면 클릭

뉴스캐스트 ? 연합뉴스 > [긴급] 北"임금등 개성공단 특혜 재검토" 뉴스홈 | 경제 | 스포츠 | 연예

언론사별 보기 mbn TV | 결합신문 | 중앙일보 | 국민일보 | KBSTV | 일간스포츠 | 문화일보

남북접촉서 문건교환...22분만에 종료 · "고맙다, 한류" 어깨펴는 재일동포들

'盧의 집사' 정상운 결국 구속수감 | 비아그라 먹이고...

김태희 닮은 씨야 새멤버 | 에이즈男 수년간 동성 성폭행

석유수출 코리아 맞네!! | 릴보르기니에 업힌 싼타페

달탐사대원 "외계생명체 있다" | 태양·바람·물로 4억 벌어

'마이너스순' 조갑경, 사활건 창업 | '건달 웃' 대박

2009.04.22. (수) 날씨 | 쾌청하나 평년보다 조금 쌀쌀해요

TV편성 | 오늘의 텔레비전 프로그램 편성표

스포츠 | EPL 예고 04:00 리버풀 vs 아스널

증시 | 다우 7,842.84 ▲1.11

< 스포츠 | 날씨 | 환율 | 시계 | 달력 >

뉴스 설정 | 구독

오픈캐스트 ? 추천 캐스트 생활의 발견 요즘 뜨는 이야기 끝나지 않는 여행 이야기 삼매의시네마천국

스타들의 웨딩사진

자막에 주목해주세요, 다비치 '8282' 코믹 립싱크

분명히 아는 사람인 거 같은데 기억이.. 어, 반가워

바람과 함께 사라진 초등학생들, 그들은 용감했다?

직접 만든 '이상한 나라의 앤리스' 인형 웃

ET675 | 요즘 뜨는 이야기 No.141 | 2009.04.21 | 구독

1/2 < >

NAVER Opencast:

쇼핑 | 핫세일 | 뜨는쇼핑 | 럭키투데이

G마켓·옥션·11번가·인터넷파크·롯데닷컴·GS이마트·Hmall·롯데몰·디앤샵·OTTO·CJmall·신세계·AK몰

우리 딸이랑 커플 샌들 | 요즘~유행! 박사~셔츠! | 명품스타일 럭셔리코디 | 자외선싫어! 1만원 할인

에고이스트 잉글 75%↓ | 헤리스단독 40%↓+10% | 블신상반값! 단독17,800 | 눈꼬리 홀리 한정8,000원

봄꽃이야기! | 오늘은 수입원피스 | 예쁜언니들

네이버캐스트

오늘의 스토리

한국인 | 오늘의 과학 | 오늘의 뮤직 | 오늘의 책 | 오늘의 웹툰 | 오늘의 키친 | 트렌드 차트

오늘의 영화 | 오늘의 문학 | 오늘의 책

공효진 & 신민아 | 승자는 혼자다 10회 | 하워드 진의 만화 미국사

개봉 영화 장편 예고편 | The Winner Stands Alone | 하워드 진

자매로 만난 그녀들 | 파울로 코엘료의 신작 장편 소설 독점 연재 | 미국의 또 다른 얼굴?

< >

# Problems gaining market share



# Problems persuading users

- Less than 2% of Japan's online population uses Facebook
  - In the US it is more than 60%.

**facebook** Search  Home Profile Account



**Mark Zuckerberg**

Has worked at Facebook. Studied Computer Science at Harvard University. Lives in Palo Alto, California. From Dobbs Ferry, New York. Born on May 14, 1984.

**Education and Work**

Employers

 **Facebook**  
Feb 2004 to present · Palo Alto, California  
» FBX Profile

College

 **Harvard University**  
Computer Science · Psychology  
» CS182: Intelligent Machines with Andrew Bosworth  
» CS121: Introduction to Computational Theory with James Wang and Kang-Keung Jin

High School

 **Ardesley High School**

 **Phillips Exeter Academy**  
Class of 2002

**Sponsored** Create an Ad

**Wine for the Holidays!** [cavineclub.com](#)

 Give a wine adventure featuring handcrafted wines from California's best "Mom and Pop" Wineries!

**Fine Wine Holiday Auction** [enwine.com](#)

 The world's rarest wine's delivered to your door in time for the holidays. Treat your loved ones to the taste of luxury this season.

**Carbs That Kill Fat?** [sliplosetostomachfat.com](#)

 Discover the 3 types of foods that kill hunger, burn calories and ignite fat loss for men. Click here to see them now ...

# Convincing users to like your site

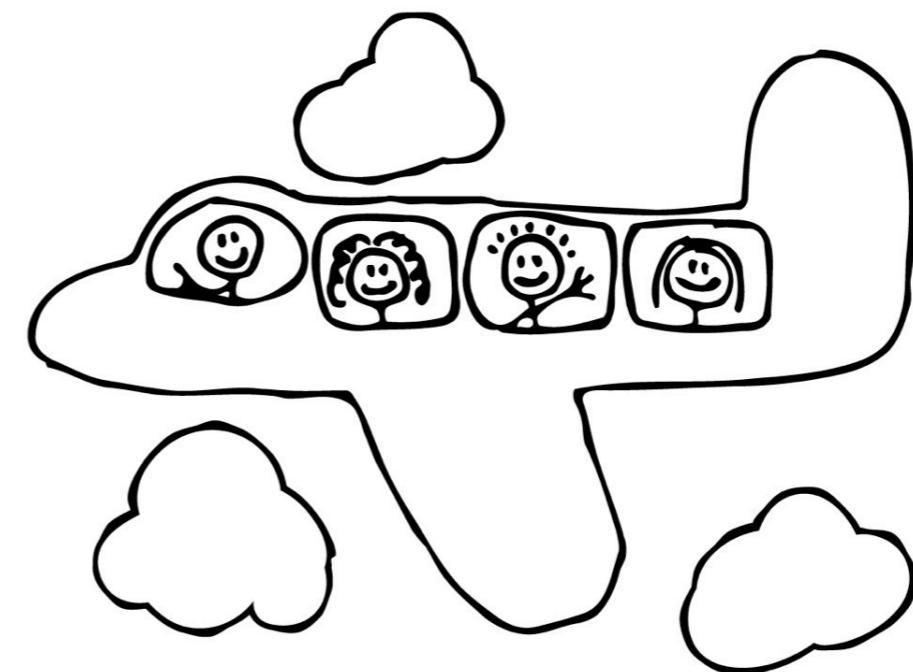


- people leave your web site much easier than your room in real life
- if your user interface is not intuitive and trustworthy to them, they won't use it
- different cultures have different expectations about the buying process  
(anonymity vs. personal advice, building a relationship, etc.)
- credit cards are not everywhere as common as in the US (Islamic law even forbids their use)

[Tan et al., N/A; Bloch 1995]

# Safety Problems

- developers unconsciously embed their own cultural values into software
- problems occur if users and developers differ in their cultural background
- Eastern Minds in Western Cockpits [Li et al., 2007]
- Columbian Avianca Airlines crashes: partly a result of national culture [Helmreich 1994]



So how DO we design for different cultures?

# So how DO we design for different cultures?

Two problems:

- status quo
- lack of access to diverse participant populations ->
- not knowing how UIs should look like

# Internationalization & Localization

**Localization:** adaptation of the software application to meet the language, cultural and other requirements of a specific target market (the “locale”).

- numeric, date and time formats
- use of currency
- symbols, icons and colors
- text and graphics
- varying legal requirements

**Internationalization:** enable the software application to be easily localized.

- use of Unicode
- avoid dependence of code on user interface string values
- CSS support for vertical text or other non-Latin typographic features

# Localization

## Switzerland

China

## Uganda

HCI research on designing for diverse cultures and countries is still in its infancy.

Why?

## Solution #1

Travel. Get direct access to diverse participant populations.



# Testing in different cultures

## Think aloud method

- Bollywood method: Indian users are asked to imagine a dramatic situation similar to those in Bollywood movies [Chavan, 2005]
- thinking aloud affects the performance of Easterners more than Westerners [Kim 2002]

## Providing choices

- Easterners chose a moderate middle version when asked to provide reasons for their choice more often than if they didn't have to provide reasons [Briley et al. 2000]

# Solution #2

## Mechanical Turk

**Sign In**

**amazon mechanical turk** Artificial Artificial Intelligence beta

Your Account HITs Qualifications **197,710 HITs available now**

All HITs | HITs Available To You | HITs Assigned To You

Find HITs containing  that pay at least \$   for which you are qualified  require Master Qualification **60**

**All HITs**  
1-10 of 3138 Results

Sort by: HITs Available (most first) **G0!** Show all details | Hide all details 1 2 3 4 5 > Next >> Last

Extract summary information from 6 shopping receipts				<a href="#">View a HIT in this group</a>
Requester: <a href="#">Jon Breliq</a>	HIT Expiration Date: Sep 21, 2014 (6 days 23 hours)	Reward: \$0.05	HITs Available: 26250	<a href="#">View a HIT in this group</a>
	Time Allotted: 24 minutes			

Product Categorization				<a href="#">View a HIT in this group</a>
Requester: <a href="#">PriceGrabber.com</a>	HIT Expiration Date: Oct 8, 2014 (3 weeks 3 days)	Reward: \$0.01	HITs Available: 10777	<a href="#">View a HIT in this group</a>
	Time Allotted: 20 minutes			

Type the text from the images, carefully. Productivity and bonuses guaranteed.				<a href="#">View a HIT in this group</a>
Requester: <a href="#">CopyText Inc.</a>	HIT Expiration Date: Sep 21, 2014 (6 days 22 hours)	Reward: \$0.01	HITs Available: 6995	<a href="#">View a HIT in this group</a>
	Time Allotted: 10 minutes			

Input tags to describe the GIF (WARNING: This HIT may contain adult content. Worker discretion is advised.)				<a href="#">View a HIT in this group</a>
Requester: <a href="#">Giphy</a>	HIT Expiration Date: Sep 17, 2014 (3 days 6 hours)	Reward: \$0.05	HITs Available: 4578	<a href="#">View a HIT in this group</a>
	Time Allotted: 60 minutes			

Customer List Email Fetching				<a href="#">View a HIT in this group</a>
Requester: <a href="#">Rachel Scott</a>	HIT Expiration Date: Sep 18, 2014 (4 days 6 hours)	Reward: \$0.40	HITs Available: 4165	<a href="#">View a HIT in this group</a>
	Time Allotted: 3 hours			

Input tags to describe the GIF (WARNING: This HIT may contain adult content. Worker discretion is advised.)				<a href="#">View a HIT in this group</a>
Requester: <a href="#">Giphy</a>	HIT Expiration Date: Sep 17, 2014 (3 days 6 hours)	Reward: \$0.05	HITs Available: 4578	<a href="#">View a HIT in this group</a>
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	Time Allotted: 3 hours			

Transcribe up to 25 Seconds of Media to Text - High Priority				<a href="#">View a HIT in this group</a>
Requester: <a href="#">Crowdsurf Support</a>	HIT Expiration Date: Oct 12, 2014 (3 weeks 6 days)	Reward: \$0.12	HITs Available: 4165	<a href="#">View a HIT in this group</a>

# Turkers are not that diverse.

**amazon mechanical turk** Artificial Artificial Intelligence [Sign In](#)

Your Account [HITS](#) Qualifications **197,710 HITs available now**

All HITs | HITs Available To You | HITs Assigned To You

Find **HITs** containing  that pay at least \$  0.00  for which you are qualified  require Master Qualification [GO](#)

**All HITs**  
1-10 of 3138 Results

Sort by: **HITs Available (most first)** [GO!](#)

Show all details | Hide all details [1 2 3 4 5 > Next >> Last](#)

<a href="#">Extract summary information from 6 shopping receipts</a>				<a href="#">View a HIT in this group</a>
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<a href="#">Product Categorization</a>				<a href="#">View a HIT in this group</a>
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<b>Requester:</b> <a href="#">CopyText Inc.</a>	<b>HIT Expiration Date:</b> Sep 21, 2014 (6 days 22 hours)	<b>Reward:</b> \$0.01	<b>HITs Available:</b> 6995	
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<b>Requester:</b> <a href="#">Crowdsurf Support</a>	<b>HIT Expiration Date:</b> Oct 12, 2014 (3 weeks 6 days)	<b>Reward:</b> \$0.12	<b>HITs Available:</b> 3887	
	<b>Time Allotted:</b> 15 minutes			

<a href="#">Input tags to describe the GIF (WARNING: This HIT may contain adult content. Worker discretion is advised.)</a>				<a href="#">View a HIT in this group</a>
<b>Requester:</b> <a href="#">Giphy</a>	<b>HIT Expiration Date:</b> Sep 17, 2014 (3 days 6 hours)	<b>Reward:</b> \$0.05	<b>HITs Available:</b> 4578	
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	<b>Time Allotted:</b> 15 minutes			

# Solution #3

## LabintheWild.

Our Experiments    About Us    Blog    English ▾

 LABINTHEWILD

**2,530,246**  
total participants



Trust us; you will love this test!

Take this test to see how well you can spot (un)trustworthy websites. This experiment takes around 12 minutes.

[Participate now!](#)



How fast is your memory?

See how quickly you can retrieve information you have just memorized. This experiment takes around 10 minutes.

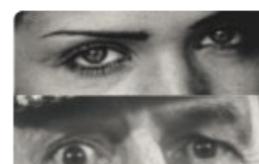
[Participate now!](#)



What is your website aesthetic?

Compare your visual preferences to people around the world. This experiment takes around 10 minutes.

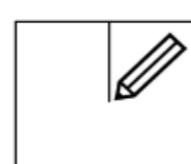
[Participate now!](#)



Test your social intelligence!

Test how well you can read emotions of others just by looking at their eyes. This experiment takes around 10 minutes.

[Participate now!](#)



Are you more Eastern or Western?

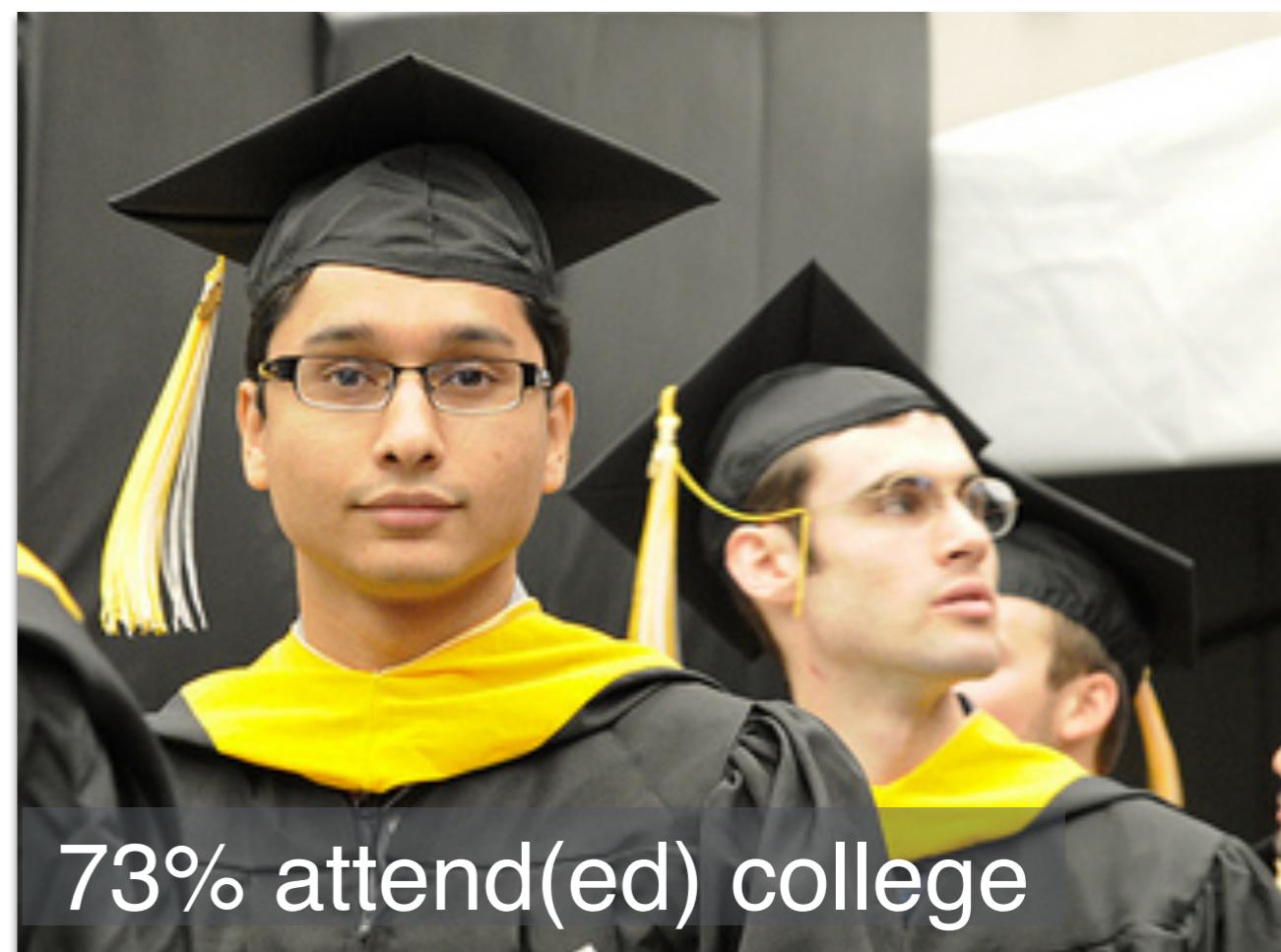
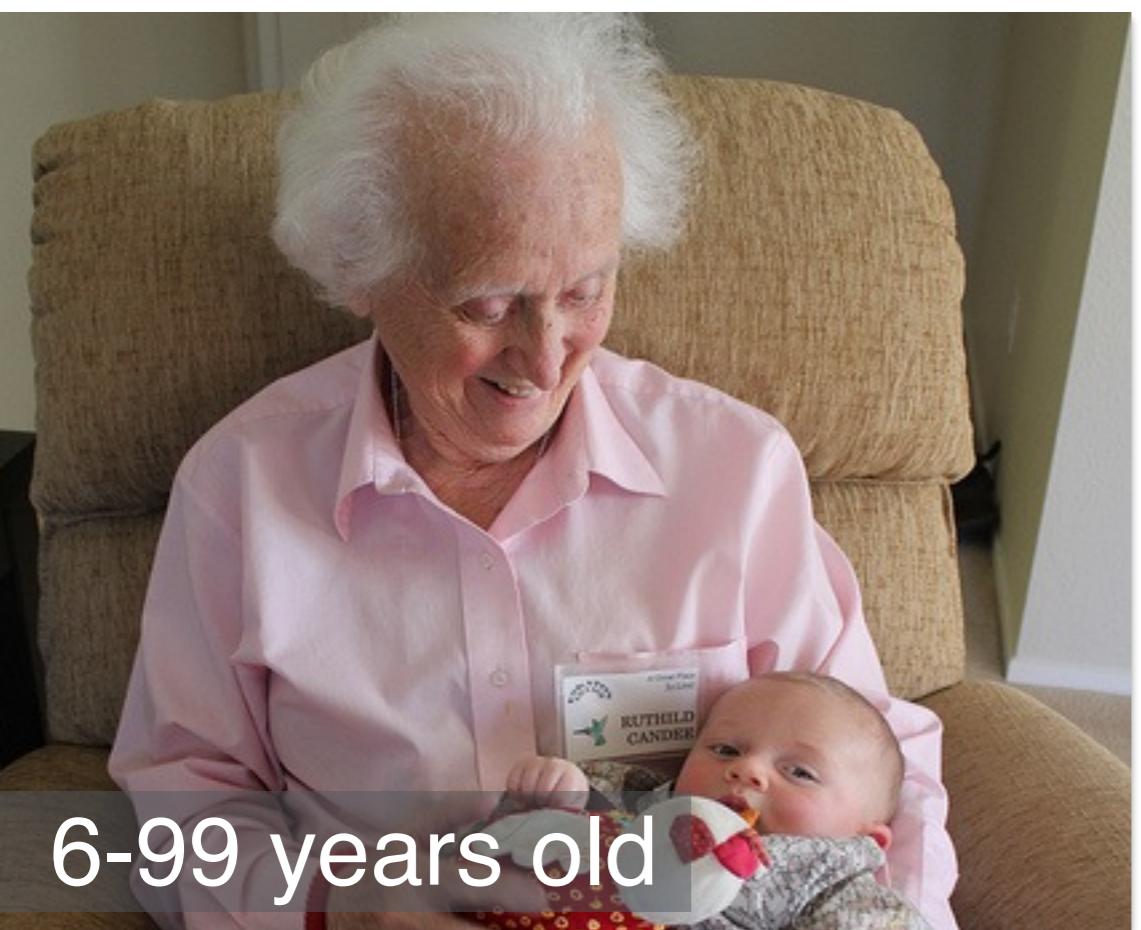
In this test, you will learn whether you are more sensitive to a focal object (as most Americans) or more attuned to the context (as many Japanese). This experiment takes around 8 minutes.

[Participate now!](#)



Looking for more studies?

We have joined forces with [TestMyBrain](#) and [GamesWithWords!](#) Learn about your brain, test your language sense, and participate in other studies on [LessWeird.org](#).



With the help of LabintheWild, we've been able to find differences in

- visual preferences (website design)
- website trustworthiness
- motor abilities
- perception
- attitudes
- color differentiation abilities

## Discussion of instance papers:

- Quick summary of both papers including research questions
- What did we find?
- What would we have found if we had only studied WEIRD users?
- Which demographics matter? (country, age, education level?)
- What do the findings enable us to do? (Design implications)
- What other methods would be appropriate to use to answer the research questions posed in these papers?
- How would the findings differ if we used other methods?

Keep in mind that you are a most likely very WEIRD :)

Katharina Reinecke

[reinecke@cs.washington.edu](mailto:reinecke@cs.washington.edu)