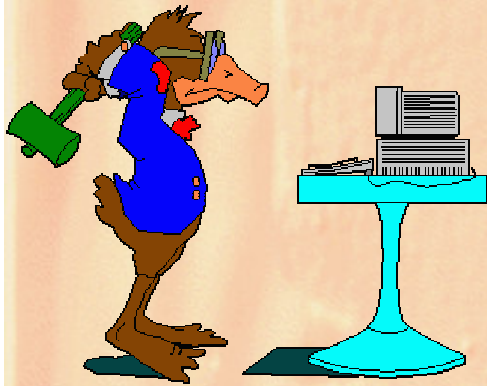


Eine kulturelle Betrachtung von Methoden der Software Entwicklung



Workshop
Grenzflächen der Informatik
Dagstuhl
November 2004

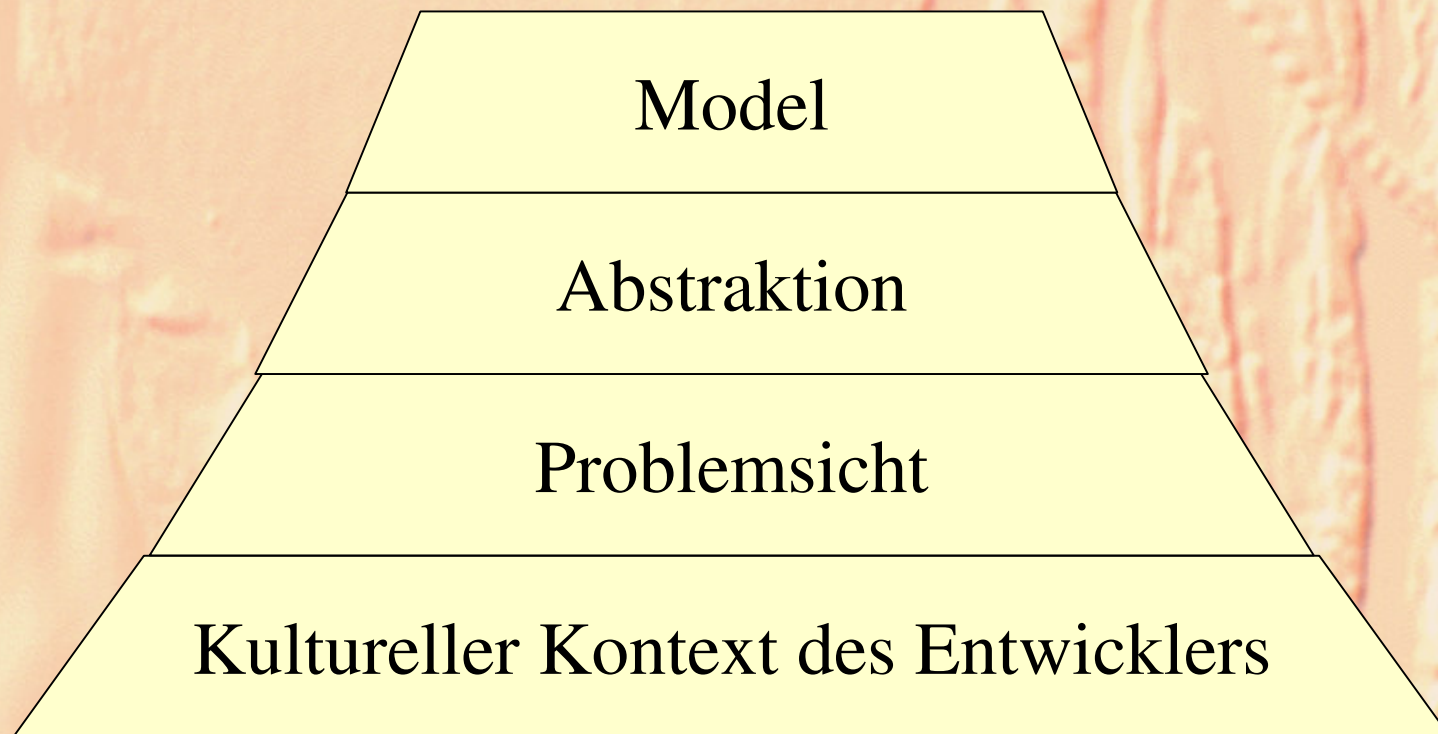
Dr. Heike Winschiers
Dep. of Information Technology
Polytechnic of Namibia



Kultur und Technologie

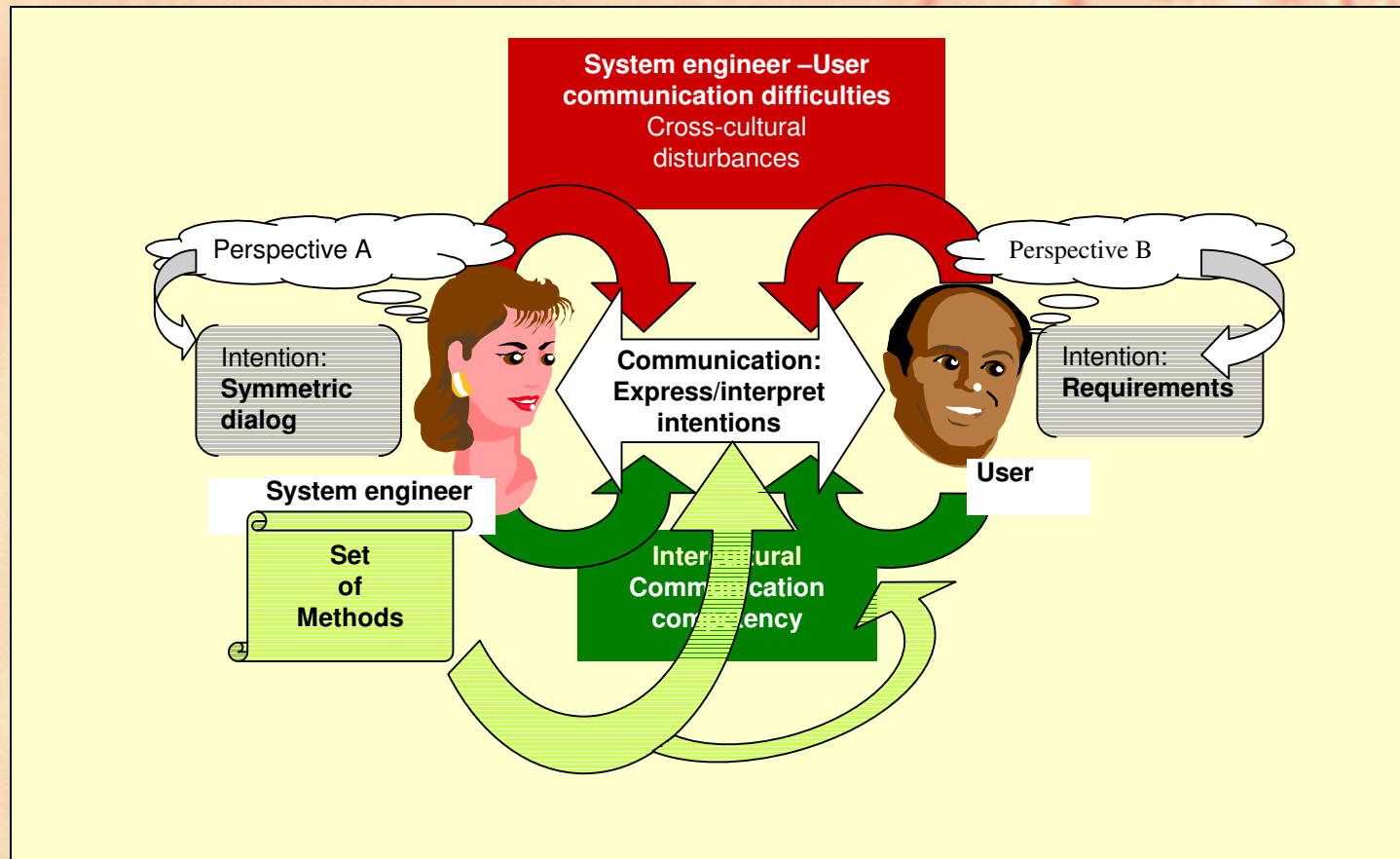


Model-monopol des Entwicklers

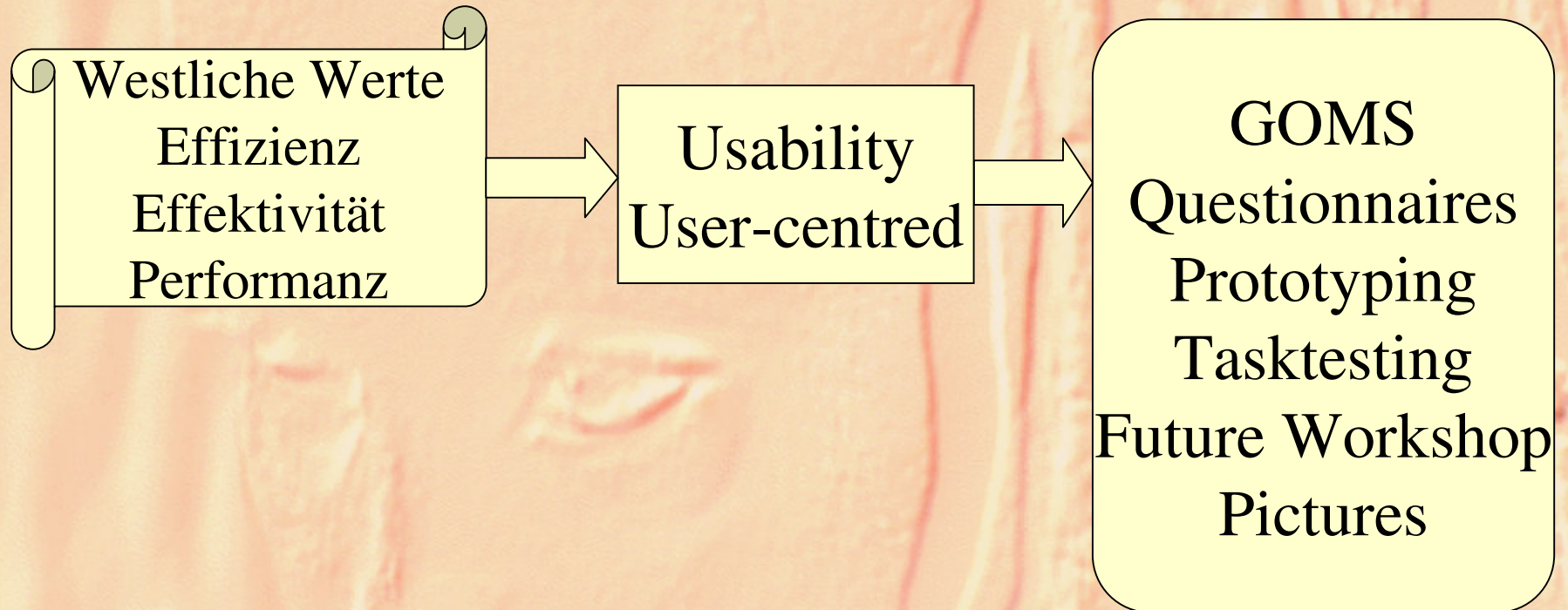


Dialog

(Benutzer - Systementwickler)



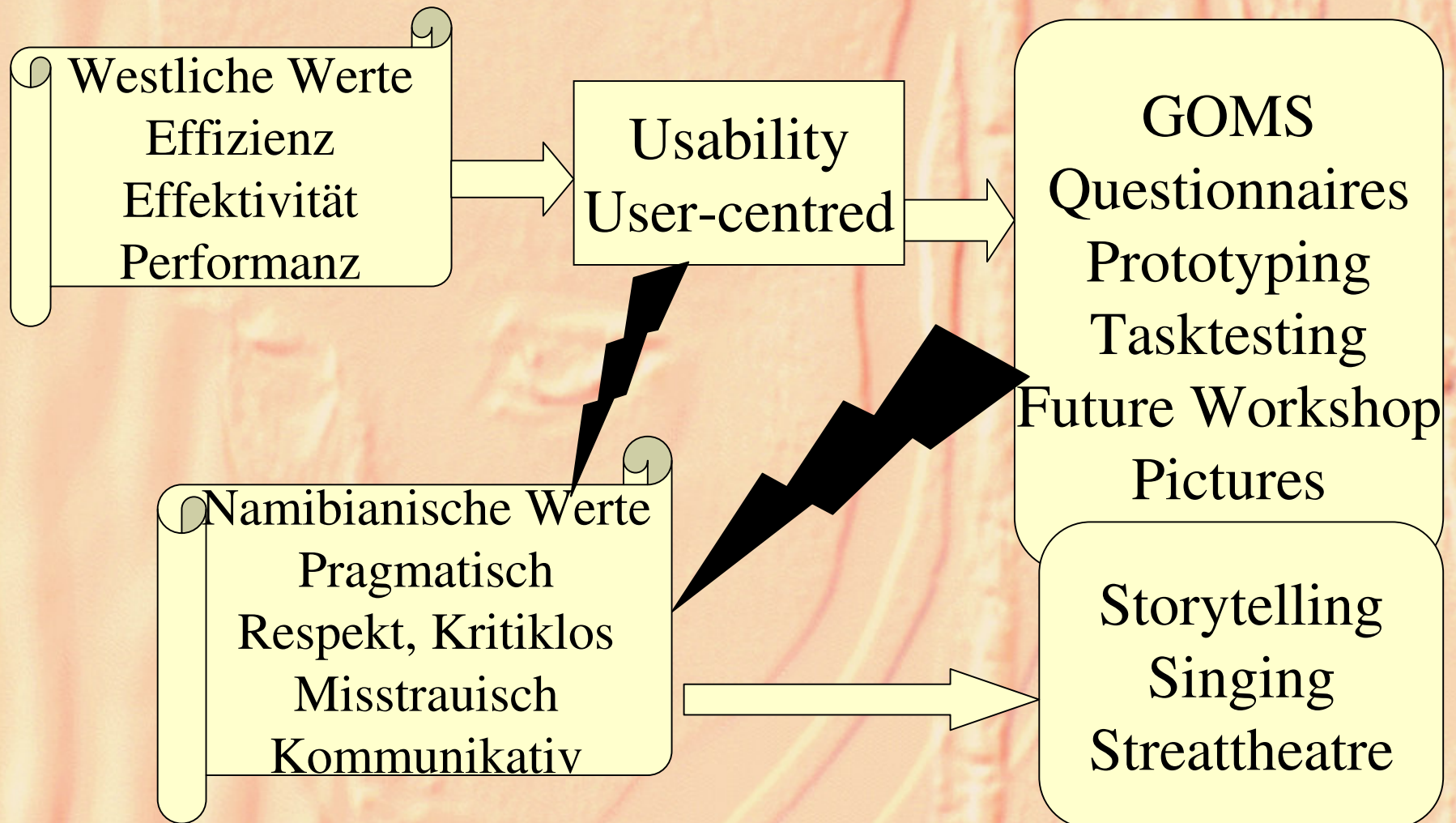
Westliche Begriffsdefinition und Methoden



Usability Workshop

Activity	Objective	Method
Introduction	Participants internalize aims of workshop	Facilitators' slide show
Icebreaker	Familiarize with each other and divide in groups	Allocation nametags by each other team game
Users' own quality criteria	high level goals/individual expectations of the system unbiased by prototype or standard usability definitions	Individual questionnaire + small group discussion
Individual paper tasks	Determine users' information behavior, namely information retrieval and processing	Ranking and sorting
Individual computer tasks	Evaluate the current prototype for usability	Domain-specific tasks, recorded and observed
Post-test interview	Identify satisfaction with the prototype	Each student interviews one end-user.
Post-test questionnaire	quantitative satisfaction measurement of specific items like navigation, layout, etc.	Questionnaire
Feedback session	Obtain specific suggestions on what needs to be improved on the prototype to improve usability	Group discussion

Kulturelle Grenzen der Methoden



Problematik kulturuebergreifender Systemgestaltung

Konstruktiv

- ✧ Modellbildung ← **Kulturbestimmte Werte**

Kooperativ

- ✧ Problemerkfassung unter Berücksichtigung der Sichtweisen von Beteiligten ← **Kulturverschiedene Perspektiven, Problem-sichten und Definitionen**

Kommunikativ

- ✧ Loesungen gemeinsam erarbeiten ← **Kulturspezifische Loesungsansaezte und Methoden**

Internationalisierung

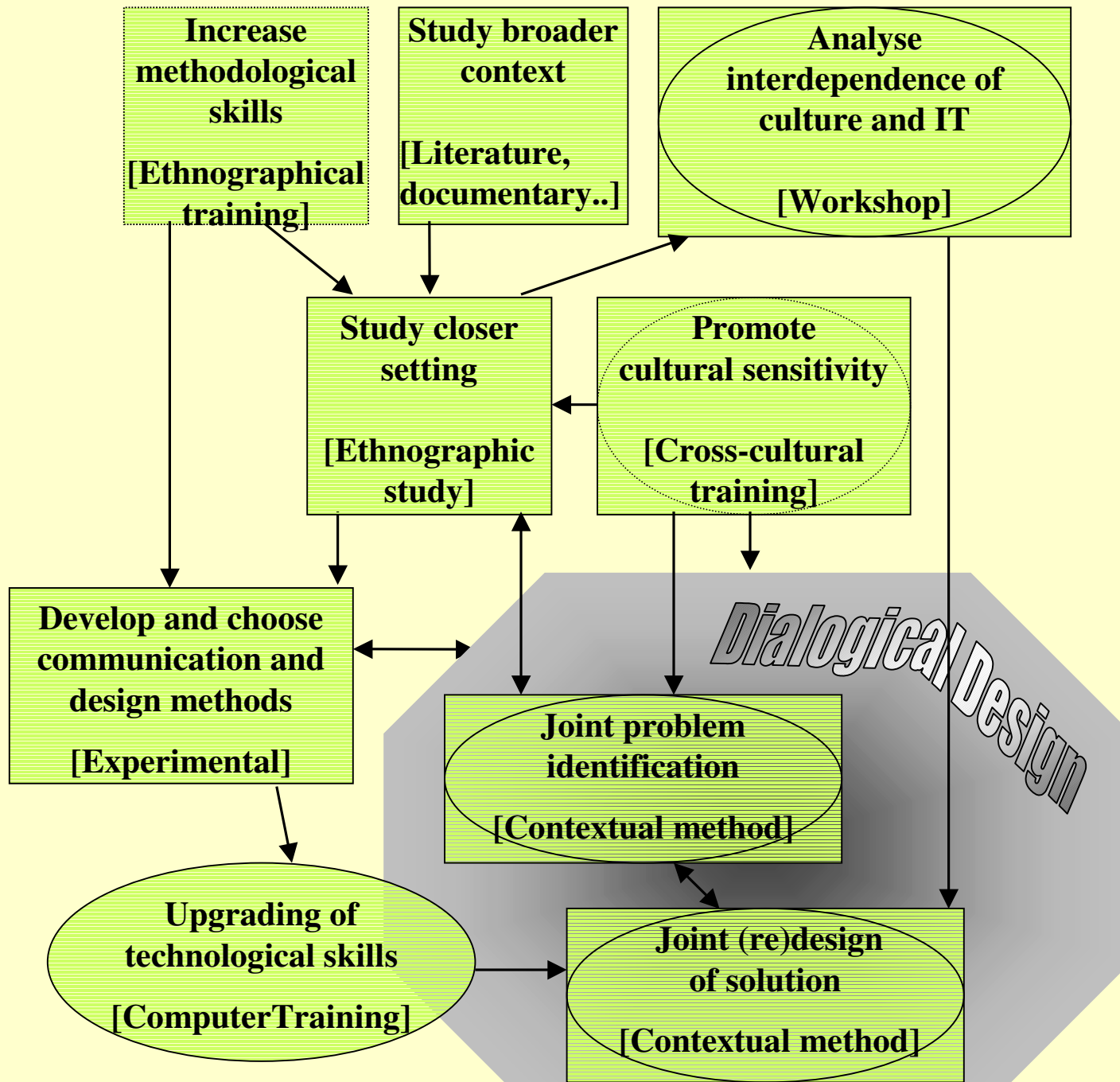
Cultural Dimensions and Global Web User-Interface Design: What? So What? Now What? (Marcus and Gould, 2000)

„[Hofstede](#) identified five dimensions and rated 53 countries on indices for each dimension, normalized to values (usually) of 0 to 100. His five dimensions of culture are the following:

- Power-distance
- Collectivism vs. individualism
- Femininity vs. masculinity
- Uncertainty avoidance
- Long- vs. short-term orientation

Each of Hofstede's terms appears below with our explanation of implications for user-interface and Web design, and illustrations of characteristic Websites.

Nicht publizierte Studie hat keinerlei Korelationen festgestellt zu Benutzerpräferenzen in Südafrika



Nachhaltige Softwareentwicklung

- Acculturation des Prozesses
 - Neudefinieren der Begriffe im Kontext
 - Kontextuelle Methodenwahl
 - Benutzer partizipation
- Appropriation des Produktes
 - Lokale Wartung
 - Capacity building
 - Ressourcen bedacht

Anforderungen an die Lehre

- ✧ Interkulturelle Kompetenzen
- ✧ Interdisziplinäre Kompetenzen
- ✧ Ethnographische Methoden
- ✧ Evaluation von Methoden im Kontext des Systementwicklungsprozesses