

# Usability & Sociability

CT434: CSCW

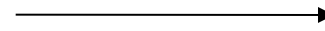


# Learning Outcomes

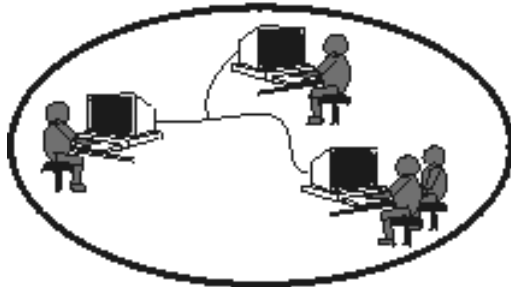
- After attending this lecture and reading the additional literature, you should be able to:
  - Explain the concept of usability and sociability in on-line community
  - Understand how to design for usability and sociability



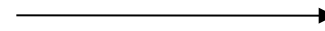
Human-Computer Interaction (HCI)



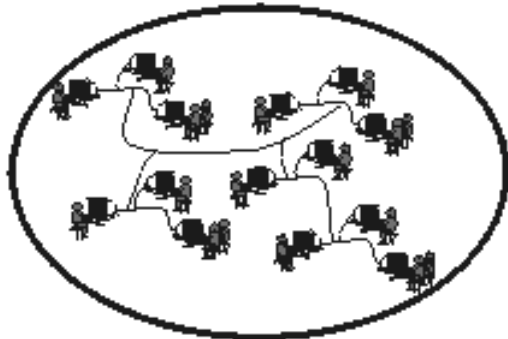
1-1



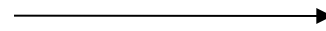
Computer Supported Collaborative Work (CSCW)



Small group



Virtual Community



Large societies

# On-line community definition

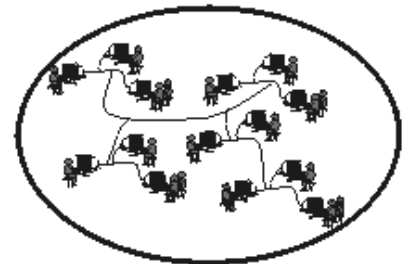
- On-line communities have a purpose are supported by technology and are guided by policies
- Community is a process
  - Community develops and continuously evolves
  - Technology is static
  - Community developer = major of a new town

# Basic dimensions

- Usability
  - Human-computer Interaction
  - appropriateness of the software design for community member s' tasks and the community's purposes.
- Sociability
  - Social interaction
  - appropriateness of the social policies and plans for guiding social interaction



Human-Computer Interaction (HCI)



Virtual Community

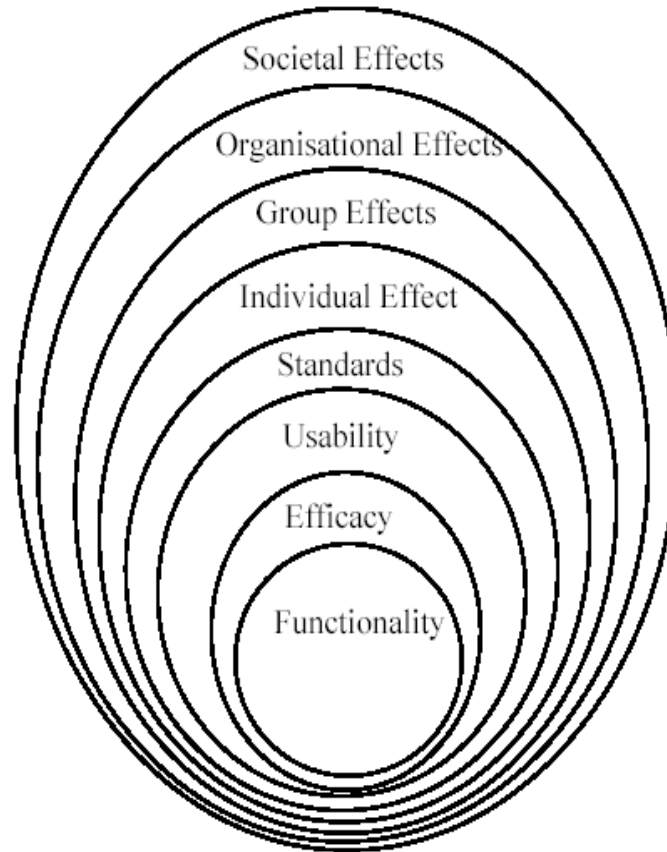
# Usability

- “Extent to which a product can be used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in a specified context of use.”
  - ISO 9241-11:1998 Ergonomic requirements for office work with visual display terminals (VDTs) -- Part 11: Guidance on usability.

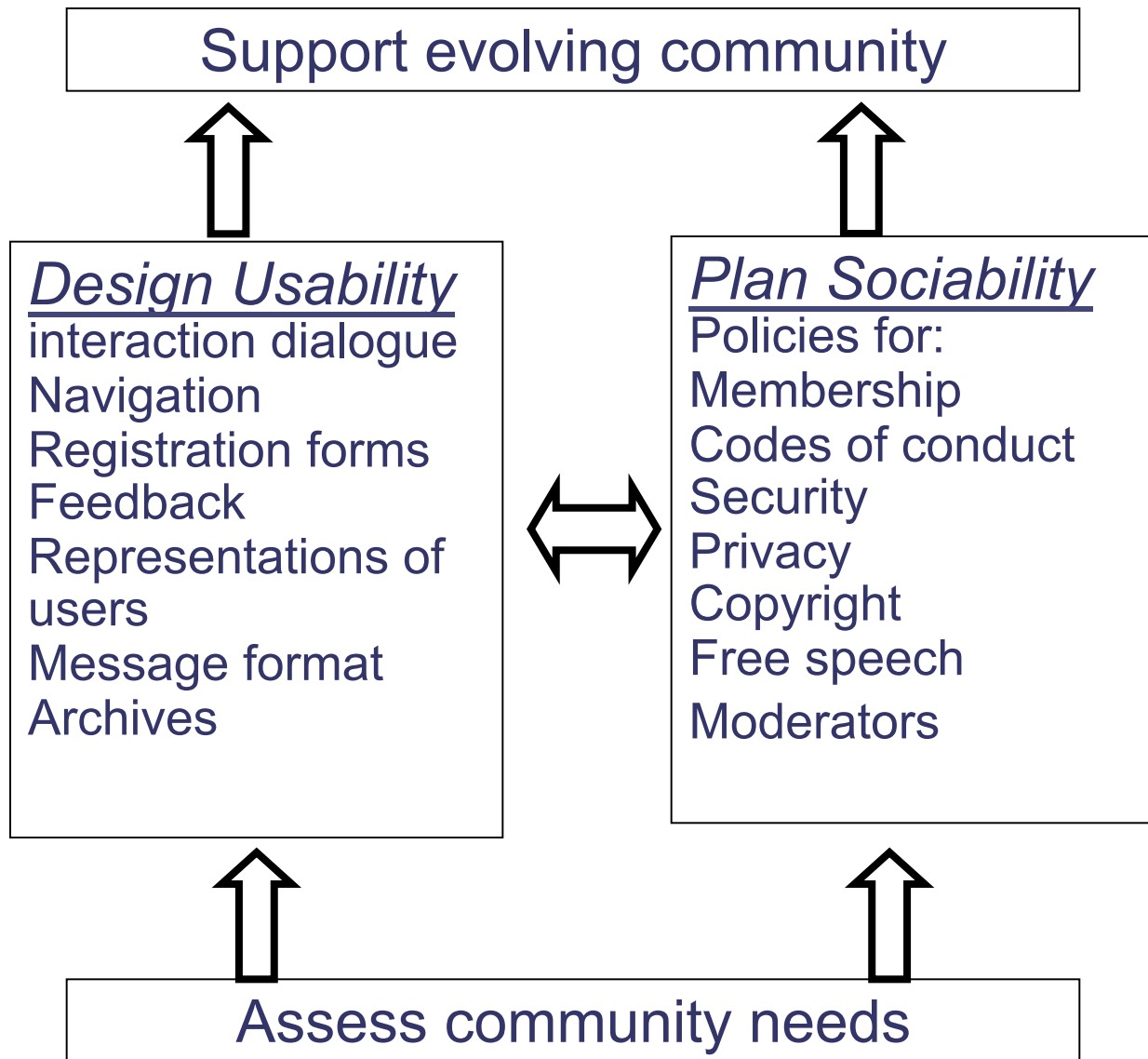
# Usability

- Usability is a **quality attribute** that assesses how easy user interfaces are to use.
- Five quality dimensions:
  - **Learnability**: How easy is it for users to accomplish basic tasks the first time they encounter the design?
  - **Efficiency**: Once users have learned the design, how quickly can they perform tasks?
  - **Memorability**: When users return to the design after a period of not using it, how easily can they reestablish proficiency?
  - **Errors**: How many errors do users make, how severe are these errors, and how easily can they recover from the errors?
  - **Satisfaction**: How pleasant is it to use the design?
  - <http://www.useit.com/>

# Evaluation dimension







# Community-centered development approach

1. Assessing community needs and analysing user tasks: requirements analysis
2. Selecting technology and planning sociability: community needs are mapped to technology. Sociability is planned at this level.
3. Designing implementing and testing prototypes: in this stage the overall conceptual design is planned. Communication tools are incorporated within web-pages in an iterative design.
4. Refining and tuning sociability and usability: usability and sociability testing
5. Welcoming and nurturing the community: this stage involves seeding the community.

# Basic dimensions

- Sociability
  - Purpose
  - People
  - Policies
- Usability
  - Tasks
  - Users
  - Software

# Purpose

- Clearly stated goals attract people with similar goals
- Shared social identity
- Similarities
- Stable community with less hostility
- Set up expectations

# People



# People

- Moderators and mediators
  - Managing the list
  - Editing texts or formatting messages; Filtering messages
  - Being the expert
  - Opening questions to generate discussion
  - Fight flaming
- Professionals
  - E.g., drkoop; Microsoft
- Lurkers
- Participants
  - Critical mass
  - Virtual identities

Where are you from? 2006 - Linux Forums - Microsoft Internet Explorer

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Address <http://www.linuxforums.org/forum/coffee-lounge/52466-where-you-2006-a.html> Go Links

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South or Central America		2	1.36%
Asia		3	2.04%
Europe (not UK)		28	19.05%
United Kingdom		19	12.93%
Australia		6	4.08%
Africa		1	0.68%
Middle East (or India)		8	5.44%
Other (please specify)		3	2.04%

Voters: 147. You may not vote on this poll

POST REPLY

Page 1 of 8 1 2 3 > Last >>

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# Lurkers

- Someone who does not participate (100:1)
- Reasons for lurking: (social loafing and diffusion of responsibility)
  - Lack of understanding of the community
  - Personal factors
  - Efficiency: Posting takes times
  - No personal/practical needs
  - No community requirement
  - Structure of community
  - Privacy; Safety
  - Involvement; Community responsiveness
  - Value of posting
  - Interaction mechanism
- Solutions:
  - Workspace awareness -IBM Babble system.
  - Reward participation, assign roles, reputation management



# Policies

- Requirements for joining,
- style of communication among participants
- accepted conduct
- repercussion for non-conformance



Linux Forums > The Community > The Coffee Lounge  
Announcements

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### Announcements in Forum : The Coffee Lounge

02-21-2006 until 03-24-2006

**scientica**  
Super Moderator



Join Date: Sep 2003  
Location: Sweden  
Distribution: Gentoo stage 1  
Posts: 706

**Rule changes**

Heads up everyone!

There has been a few changes to the forum rules:  
<http://www.linuxforums.org/forum/linux-forums-site-news/52277-linux-forums-rules.html>

In short they can be summarized as:  
A new section "Politically related posts" and implementation of the policy changes in Apr. 2003.  
Also some minor text changes has been made - we recoment that you read all the rules again.

Forum Jump  
The Coffee Lounge [v] Go

# Legal requirements

- Privacy
- Security
- Copyright protection

# Netiquette

- Net-speak acronyms
  - LOL; BTW; FYI; IRL; IMO; IMHO; TIA
- Emoticons
  - ;-) ☹️ 😊 :-}

TechieMoe's Reviews - Linux Forums - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.linuxforums.org/forum/coffee-lounge/46049-techiemoes-reviews.html

10-04-2005, 06:14 PM #1

**techieMoe**  
Super Moderator



Join Date: Aug 2004  
Location: Southern USA  
Posts: 4,519

**TechieMoe's Reviews**

This is not an advertisement, simply a statement. My site will continue to be updated with politically incorrect distribution reviews, however in light of some hostility I have seen on this forum I will refrain from telling you all about them here. For those of you who share my sense of humor, I encourage you to check in from time to time and see if I've added anything. For those of you who don't, well... don't. That is all. 😊

Registered Linux user #270181  
AMD Athlon64 3200+::1GB PC3200 RAM::80GB+120GB SATA::128MB [Geforce 6800](#)::16x DL DVDRW  
[TechieMoe's Tech Rants](#)

10-04-2005, 07:14 PM #2

**jaboua**  
Linux Engineer

Join Date: Mar 2005  
Location: Norway  
Distribution: Arch Linux  
Posts: 1,423

Yes, I will 😊

Which distro are you planning to test next?

You shouldn't hit a man who lie on the ground; you should kick him, that's easier.

Nvidia users, check out nvlock :P

10-04-2005, 07:18 PM #3

**techieMoe**  
Super Moderator



Join Date: Aug 2004  
Location: Southern USA  
Posts: 4,519

Quote:

Originally Posted by **jaboua**  
*Which distro are you planning on testing next?*

Not sure. A few have been suggested, including plain Debian Sarge, Yoper, and Xandros OCE.

Registered Linux user #270181

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# Checklist for S & U

- Why should I join this community?
- How do I join or leave the community?
- What are the rules of the community?
- How do I read and send messages?
- Can I do what I want to do easily?
- Is the community safe?
- Can I express myself as I wish?
- Why should I come back?

# How to use the checklist

- Why should I join this community?
  - Usability:
    - Does the community have a clear and meaningful name?
    - Is there a clear description of the community's purpose?
    - Is the content attractively presented?
    - Will the site be updated regularly?
  - Sociability
    - What title and content will communicate the community's purpose effectively and attract people?

# Summary

- Usability –
  - ease of use –
- Sociability
  - ease of social interaction
- Community centered development approach
  - design approach focused on usability & sociability



# Further reading

- Preece Chapter 3; 4; 7; 9