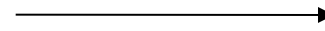# Usability & Sociability

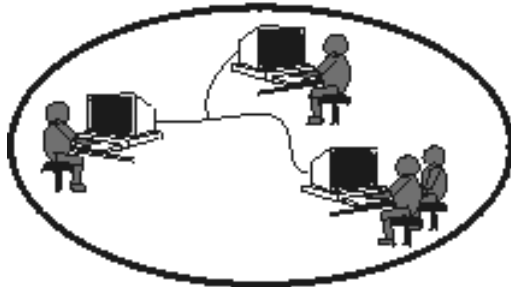## CT434: CSCW

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
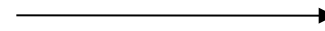
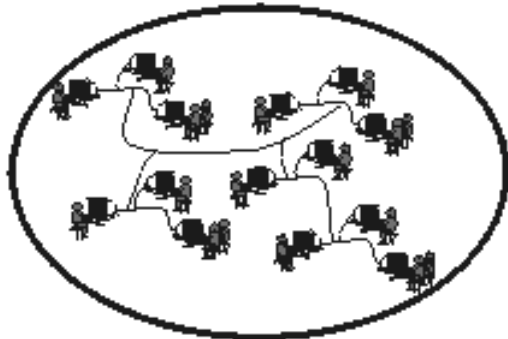Human-Computer Interaction (HCI)
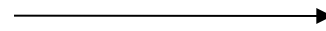
1-1

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

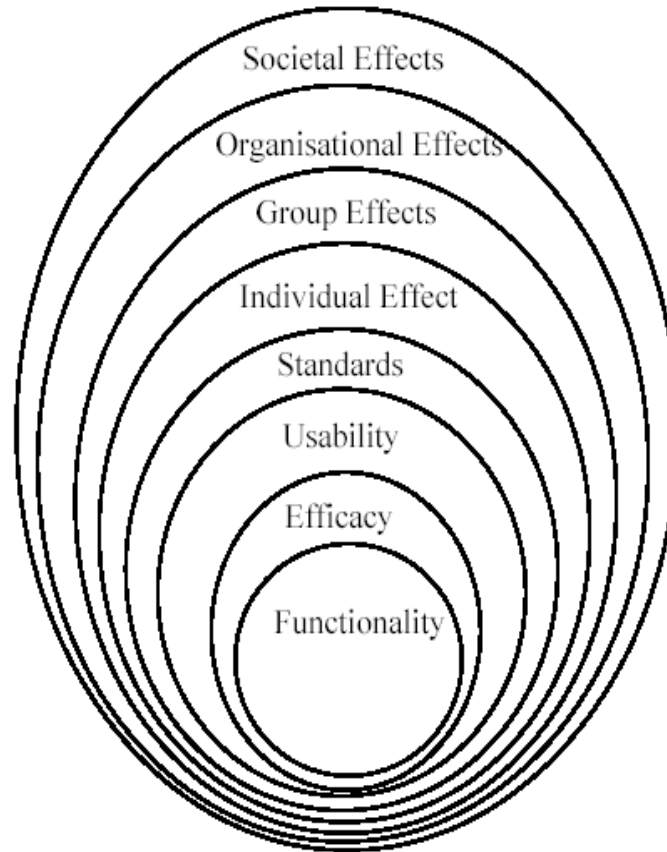Human-Computer Interaction (HCI)
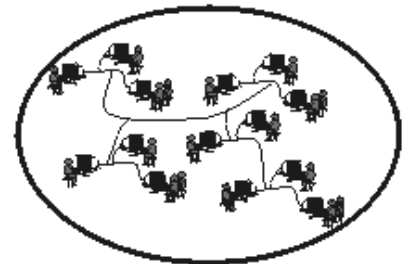
Virtual Community

Usability

- "Extent to which a product can be used by specified users to achieve specified goals with <u>effectiveness, efficiency and satisfaction</u> 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.
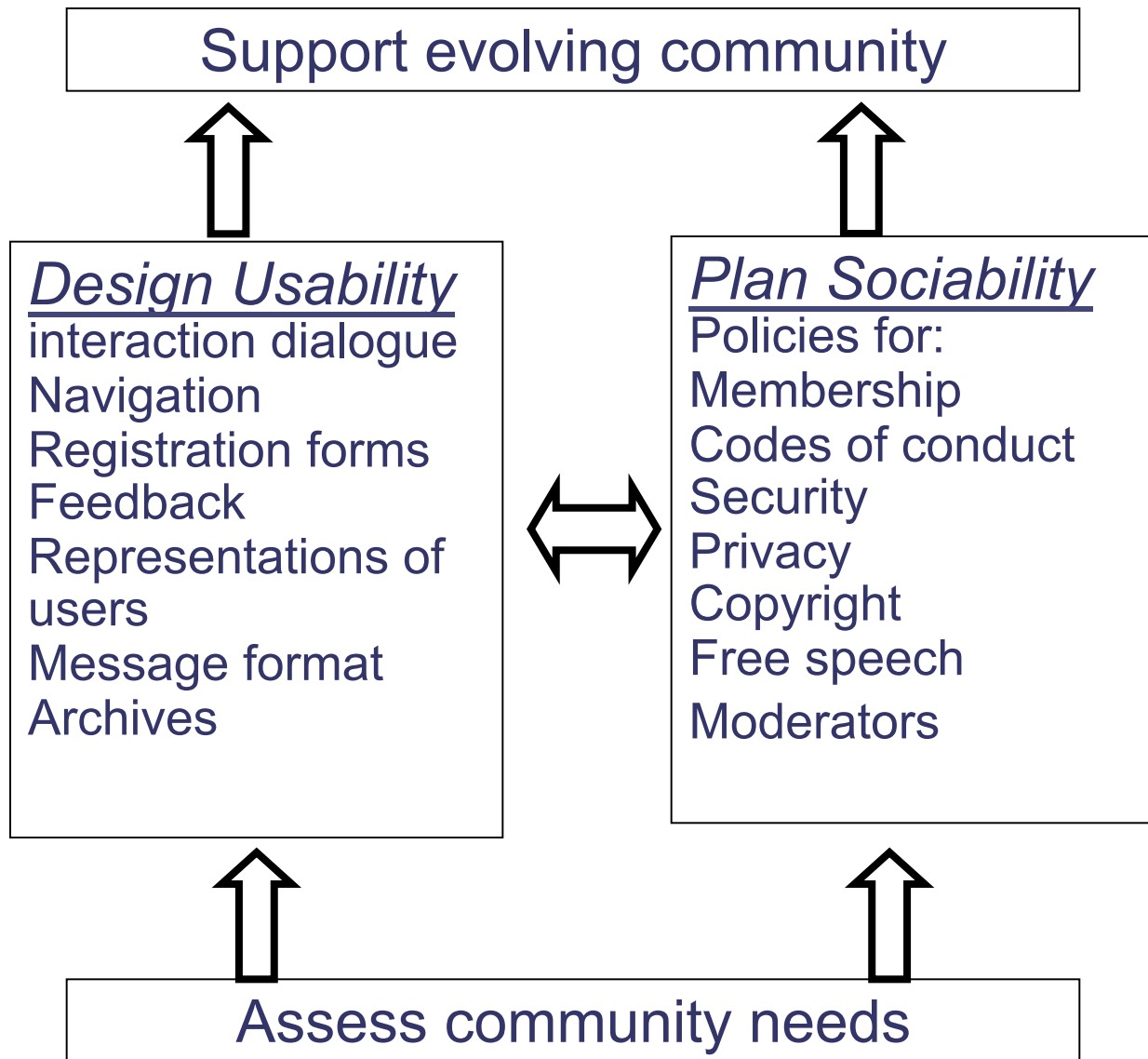
Usability

- 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

Societal Effects
Organisational Effects
Group Effects
Individual Effect
Standards
Usability
Efficacy
Functionality

Support evolving community

Design Usability
interaction dialogue
Navigation
Registration forms
Feedback
Representations of users
Message format
Archives

Plan Sociability
Policies for:
Membership
Codes of conduct
Security
Privacy
Copyright
Free speech
Moderators

Assess community needs

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

"On the Internet, nobody knows you're a dog."

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

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View Poll Results: Where are you from?

North America (USA/CAN)		77	52.38%
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

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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

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🗁 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.

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Legal requirements

- Privacy

- Security

- Copyright protection

Netiquette

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

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