

# Usability & Sociability

CT434: CSCW

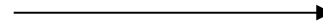


# Learning Outcomes

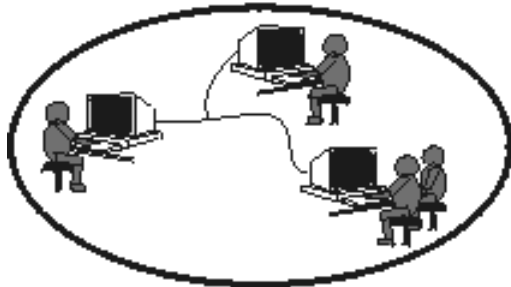
- After attending this lecture and reading the additional literature, you should be able to:
  - Explain the concept of usability and sociability in on-line community
  - Understand how to design for usability and sociability



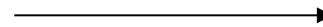
Human-Computer Interaction (HCI)



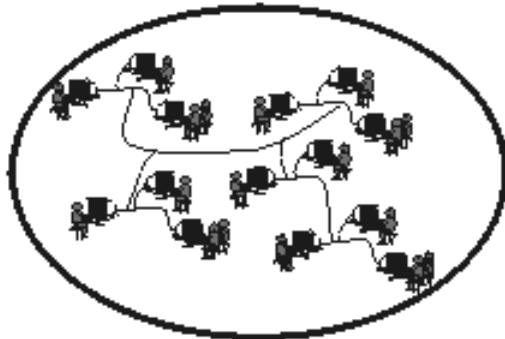
1-1



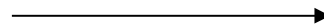
Computer Supported Collaborative Work (CSCW)



Small group



Virtual Community



Large societies

# On-line community definition

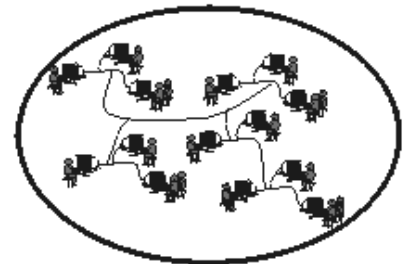
- On-line communities have a **purpose** are supported by **technology** and are guided by **policies**
- Community is a process
  - Community develops and continuously evolves
  - Technology is static
  - Community developer = major of a new town

# 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

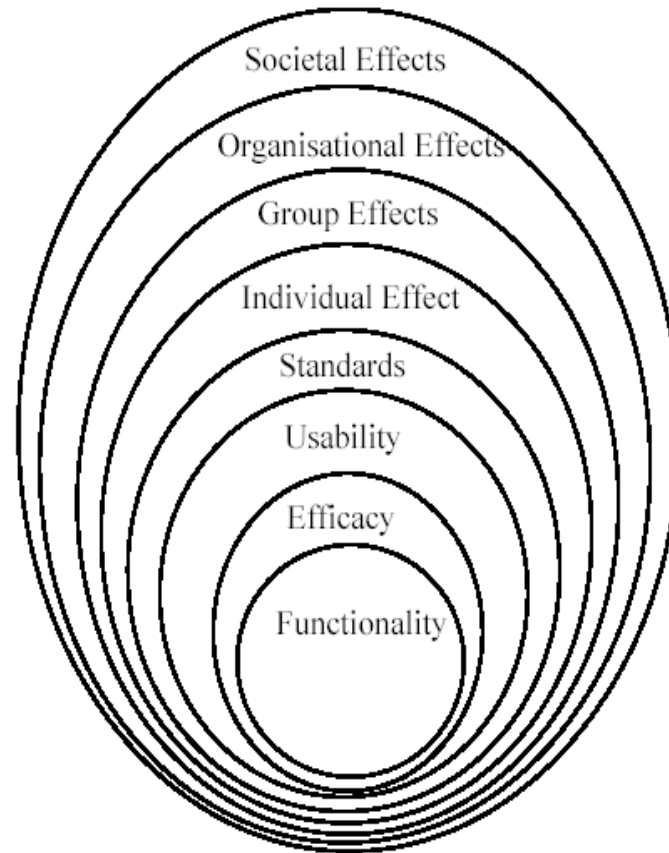
# Usability

- “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.

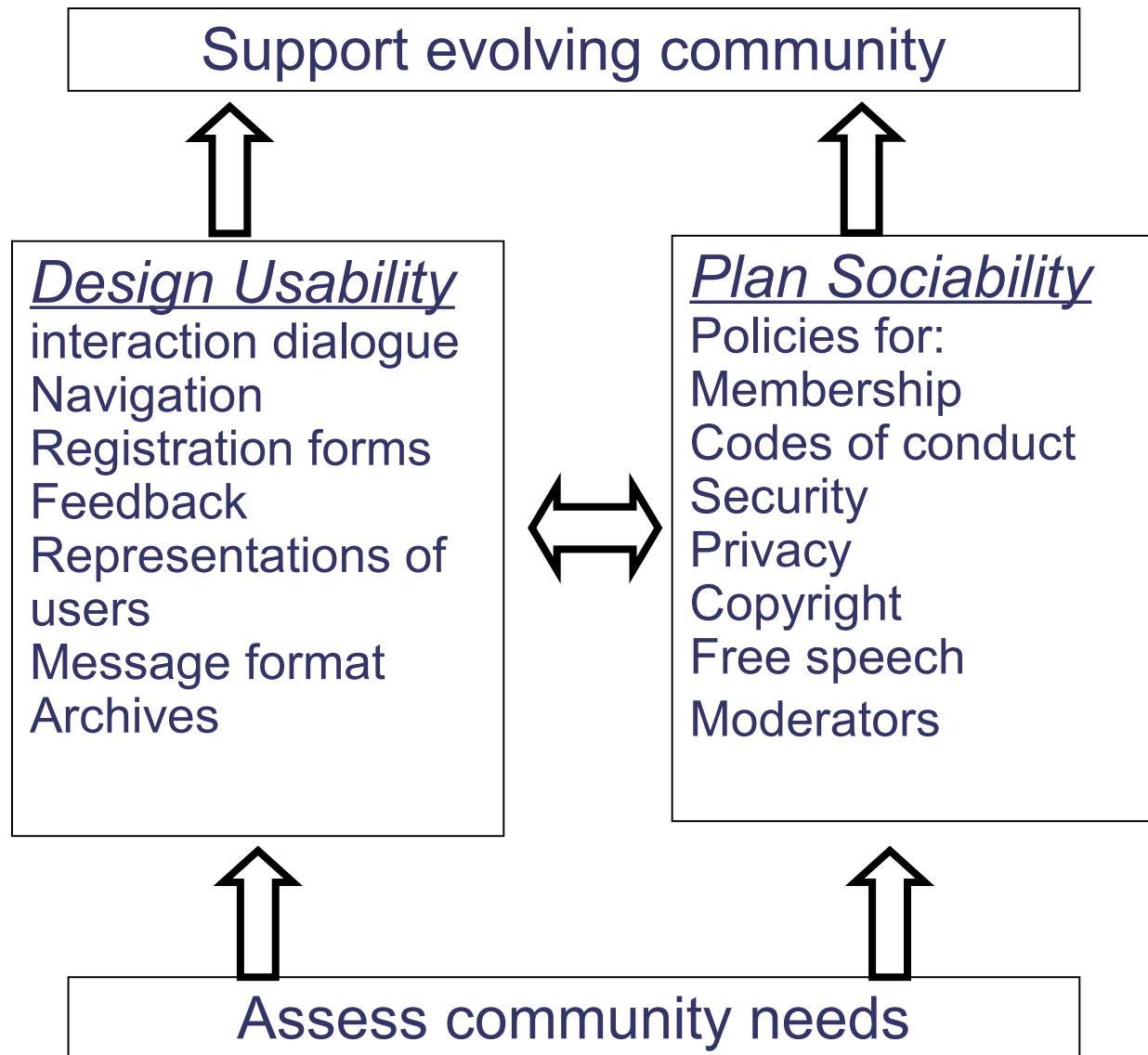
# Usability

- 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

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Reload Print Mail Print Mail Print Mail

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

Google Search 37 blocked Check AutoLink AutoFill Options

Y! Save to My Web Y! Mail Answers Y! Mobile Y! Bookmarks Choose Buttons Welcome Tour »

**LINUX FORUMS**

ARE YOU A WRITER?  
DO YOU USE LINUX?  
WRITE FOR US! GET PAID!

Register FAQ Members List Gallery Calendar Today's Posts Search ▾

Linux Forums > The Community > The Coffee Lounge

**Where are you from? 2006**

User Name  Password  ☐ Remember Me?

**Custom USB Flash Drives**  
Company Logo Printed / Engraved Bulk Discounts, Fast Turnaround  
[FlashBay.co.uk](http://FlashBay.co.uk)

**Silence Your CPU Cooler**  
Quiet Coolers for Intel & AMD Processors - buy direct online  
[www.quietpc.com/uk](http://www.quietpc.com/uk)

**Samsung yh-925gs 20gb**  
Compare Prices on more than 30 Samsung MP3 Players on UK site!  
[PriceRunner.co.uk/mp3-players/](http://PriceRunner.co.uk/mp3-players/)

Ads by Google

**View Poll Results: Where are you from?**

North America (USA/CAN)	<div></div>	77	52.38%
South or Central America	<div></div>	2	1.36%
Asia	<div></div>	3	2.04%
Europe (not UK)	<div></div>	28	19.05%
United Kingdom	<div></div>	19	12.93%
Australia	<div></div>	6	4.08%
Africa	<div></div>	1	0.68%
Middle East (or India)	<div></div>	8	5.44%
Other (please specify)	<div></div>	3	2.04%

Voters: 147. You may not vote on this poll

Page 1 of 8 1 2 3 > Last »

Thread Tools Search this Thread Display Modes ▾

Done

Start 3 Microsoft Offi... 2 Internet Ex... 7 Microsoft Offi... 3 Microsoft Offi... CT434

Internet 12:49

**Oracle Help and Advice**

JoraPh Oracle Technical Services  
Oracle 7, 8i, 9i, 10g Consultancy  
[www.joraph.com](http://www.joraph.com)

# 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 - Announcements in Forum : The Coffee Lounge - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Reload Home Search Favorites Mail Print Address Bar

Address <http://www.linuxforums.org/forum/coffee-lounge/announcements.html> Go Links

Google Search 37 blocked Check AutoLink AutoFill Options

Y! Save to My Web Y! Mail Answers Y! Mobile Y! Bookmarks Choose Buttons Welcome Tour

LINUX FORUMS

ARE YOU A WRITER?  
DO YOU USE LINUX?  
WRITE FOR US! GET PAID!

Register FAQ Members List Gallery Calendar Today's Posts Search

Linux Forums > The Community > The Coffee Lounge

**Announcements**

User Name  Password  Remember Me? ☐ Log in

[osCommerce Templates](#) Professional osCommerce Templates for your online shop

[Do Your Own Site](#) Quick, easy and cheap - Create your own website now - 30 day free trial

[Unlimited Autoresponders](#) Top features. Unlimited accounts. Premium service. Toll-free support.

[Affordable Hosting, \\$6.95](#) 12GB Hosting Space, 250Gb Transfer Get a Free Domain & 2 Free Months!

Ads by Google

**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 Go

**Ad Space**

Ads by Google

**Oracle Help and Advice**

JoraPh Oracle  
Technical Services  
Oracle 7, 8i, 9i, 10g  
Consultancy

[www.joraph.com](http://www.joraph.com)

Start 3 Microsoft Offi... 2 Internet Ex... 7 Microsoft Offi... 3 Microsoft Offi... CT434 12:47

# 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