

Cultural Difference and Its Effects on User Research Methodologies

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Abstract. Various researches have proved that cultural differences affect the process and results of user research, emphasizing that should cultural attention be given in order to obtain sufficient results. After performing three experiment methods: probe, usability test, and focus group interview in the Netherlands and Korea, we discovered that productivity and effectiveness was poorer in Korea. The differences were found due to the contrary between cultures, strongly indicated by Hofstede's cultural dimension Individualism vs. Collectivism. In addition, we have proved that the different factors made an impact on user research process and result. Based on the analysis, we compiled guidelines for each of the method when performing in Korea.

Keywords: Cultural difference, User research methodology, User participatory study, User research guidelines.

1 Introduction

As market competition globalizes, understanding users of various cultures during the design process has become important for securing a corporation's competitive power. However, most user research methods currently in use have been developed for people living in the US and Europe. It makes us wonder if those methods can achieve the expected sufficient results when applied to people living in other cultures.

Recently, various researches have proved that cultural differences affect the process and results of user research, emphasizing that should attention be given to users' various cultural backgrounds in order to obtain sufficient results (Hall, 2004). Yet there lacks of insightful studies concerning the relationship between culture and user research methods. This paper aims to reveal the effects that cultural differences have on user research and suggests guidelines as how cultural difference can be considered to conduct effective user research and gain useful results.

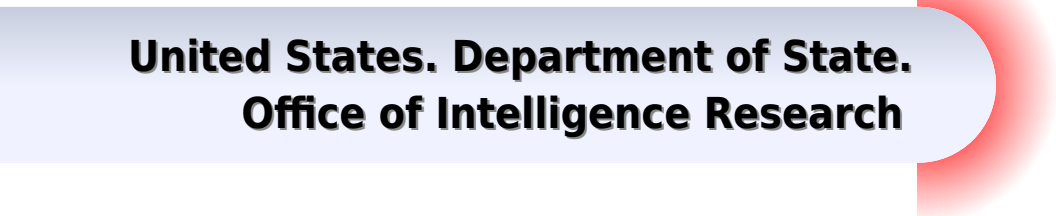
2 Study of Background Theory – Cultural Difference

2.1 Cultural Variables

Edward Hall's context theories say that information during a communication or information in a message is part of context (Hall, 1989). In high context culture, most

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