

# Cultural influence on digital design

## 文化对于数字化设计的影响

Simon Mahony

[s.mahony@ucl.ac.uk](mailto:s.mahony@ucl.ac.uk)

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# Cultural influence

## 文化影响

- How do cultures differ 文化有哪些差异
  - Expectation 期待
  - Experience 经验
  - Values 价值
  - What have you noticed? 你还注意到什么？
- How does that differ for digital products?  
这些差异对电子产品的影响？

# Cultural differences

## 文化差异

- Learning style 学习方式
- Attitudes to change 面对变化的态度
- Aesthetic taste 审美
- Decision making 决策
  
- Learned and shared knowledge 知识的学习和分享
  - Symbols 符号
  - Heroes 英雄
  - Rituals 仪式

# Attempts to classify culture

## 文化分类的尝试

- Management consultants 管理顾问
- Geert Hofstede
  - Programming of the mind 思维的总体规划
  - Makes one group unique from another 促成一个群体的独特性
  - Unwritten rules of social interaction 未成文的社会往来规则
- <https://geert-hofstede.com/>
- In Chinese via Baidu

# Hofstede's Cultural Dimensions

## Hofstede的文化维度

- Measures: 方法：

Power Distance

权力距离

Uncertainty Avoidance

不确定性规避

Individualism/Collectivism

个人主义/集体主义

Masculinity/Femininity

男性化/女性化

Long-term Orientation/Short-term Orientation

长期取向与短期取向

# Hofstede's Cultural Dimensions

## Hofstede的文化维度

- Measures: 方法：
  - Willingness to accept unequal power distribution  
愿意接受不平等的权力分配
  - Extent to which society fears and avoids uncertainty  
恐惧的程度和不确定性规避程度
  - Extent to which people define themselves as part of group  
在群体组织中个人定位的程度
  - Extent to which society favours gender traits  
社会对性别特质偏向的程度
  - Focus on tradition and future reward versus change and the present  
关注传统和未来回报 vs 改变和当下

## Attempts to classify culture 2

### 文化分类的尝试 2

- More management consultants  
更多的管理咨询
- Fons Trompenaar's Dimensions  
Fons Trompenaar 的维度说
  - Common communication 公共交流
  - System of shared meaning 系统的意义共享
  - Shared beliefs 共享信念
  - The way the group solves problems 团队解决问题的方法



# Fons Trompeaar's Dimensions

## Fons Trompeaar的维度学

- Measures:
  - Rules and values take precedence over individual needs  
规则与价值优先于个人需求
  - Relationships and situations are more important than rules and laws  
关系与情景比规则和法规更重要
  - Responsible for self or for the greater society  
个人责任和社会责任
  - Focus on specific facts vs diffuse relationships  
关注特殊事件vs扩散关系
  - Emotions openly expressed or improper to show publicly  
情感的开放表达或公共场合的不恰当展现
  - Status depends on accomplishments not birth and wealth  
状态取决于成就而不是出身与财富
  - Time is distinct or time is flexible  
时间是明确的或者时间是灵活的
  - Differing views on nature; it can be controlled or humans just one element  
对于自然的不同看法；人类掌控自然还是人类只是其中一部分

**Some similarities**

**Some differences**

**一些相同**

**一些不同**

- Mainly surveying managerial staff  
主要调查管理人员
- Standard teaching in business schools for multinational companies  
商务学校为跨国公司所开设的标准化课程

# Questioning Hofstede's research?

## 对Hofstede研究的质疑

- Limited sample: IBM employees 1967 and 1973  
有限的样本：只针对1967年和1973年IBM的员工
- China closed and not included  
并没有将中国包含进去
- Single attribute per country  
每个国家单一属性
- Stereotyping  
固定研究模式
- No allowance for multicultural society  
没有考虑多文化的社会
- No allowance for change  
不接受改变

# Questioning Hofstede's research?

## 对Hofstede研究的质疑

- China included in later survey, linked with teachings of Confucius  
后来对中国进行了调研，却和教学及孔子之道联系起来
- Commercial airline pilots and students, civil service managers, 'up-market' consumers, and 'elites'  
商业航线飞行员，学生，公务员，高层次消费者和‘精英’
- Founded on business and enterprise  
建立于商业和企业
- Hence 'Intercultural Management' not national culture  
因此‘跨文化管理’并不是国家文化

# Visual identity

## 视觉识别

- Cultural icons 文化符号
  - Symbols differ in meaning  
符号拥有不同的含义

### Example: Chinese dragon and Western dragon

示例：中国的龙和西方的龙

Chinese dragon = power, strength and good luck

中国的龙象征：权利，力量和好运

Western dragon = fire breathing destroyer

西方的龙象征：喷火的破坏者

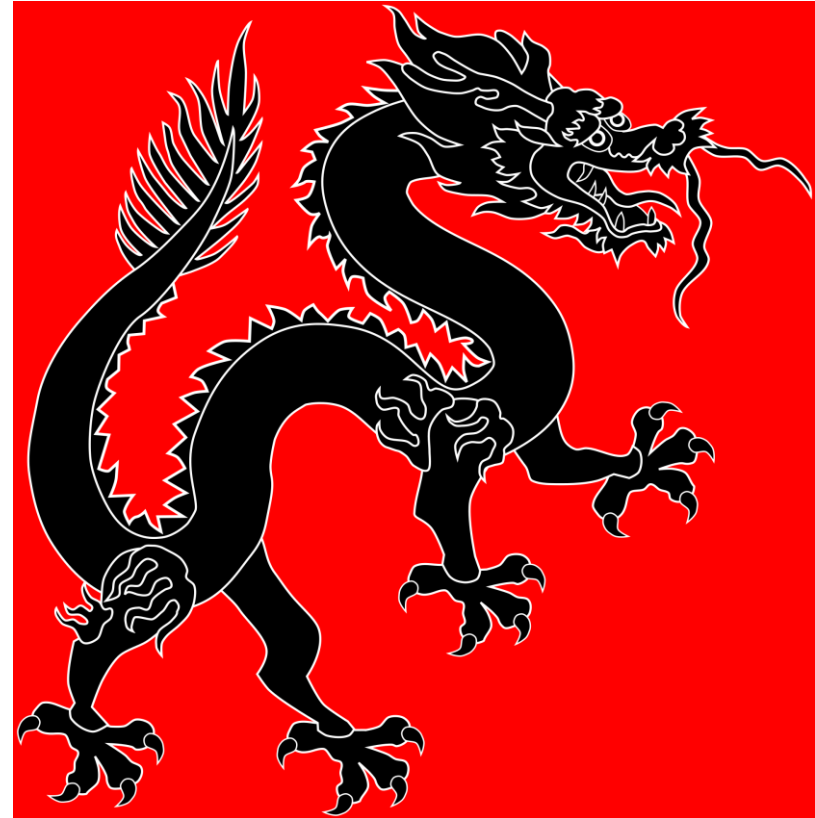
Image of Smaug – the  
dragon in The Hobbit

Image of Chinese dragon



## Fire breathing Western dragon

[https://en.m.wikipedia.org/wiki/File:Dragon-Linda\\_BlackWin24\\_Jansson.jpg](https://en.m.wikipedia.org/wiki/File:Dragon-Linda_BlackWin24_Jansson.jpg)  
[public domain]



## Chinese dragon

[https://commons.wikimedia.org/wiki/File:Chinese\\_black\\_dragon\\_red\\_background.svg](https://commons.wikimedia.org/wiki/File:Chinese_black_dragon_red_background.svg)  
[CC BY-SA 3.0]

# Interface Design

## 界面设计

- User expectation  
用户期待
- Users get experience from other websites / Apps  
用户在其他网站 / 应用上所获得的经验
- West: clean and functional  
西方：简洁并且注重功能性
  - Sub-pages with content 子网页的内容
- China: everything there 中国：什么都有
- Arabic: everything on home page 阿拉伯：什么都在主页上

# Interaction function

## 交互功能

- China: gives hints > what is popular  
中国：给予提示 > 流行趋势
  - Focus on what other people have bought  
关注别人买什么
- Amazon UK: what are you looking for?  
英国亚马逊：你在找什么？
- Amazon CN: suggestion in search bar (toys/games)  
中国亚马逊：搜索框中的搜索建议（玩具／游戏）



## Slides removed

## Examples of shopping websites

- Jd.com
- Joybuy.com
- Alibaba CN
- Alibaba UK/USA
- Taobao
- Amazon CN
- Amazon UK
- Amazon USA

# App function 应用功能

- CN – many functions  
中国 – 多功能
- UK – single function > working flow  
英国 – 单一功能 > 工作流程

# Typography

## 排版

- Different length of characters 字符长度不同
- English needs more space 英国单词需要更多空间
- Chinese allows more space 中国汉字允许更多空间
- Appropriate typeface / fonts 恰当的使用字样 / 字体

# Social media conventions

## 社交媒体的习俗

- Sina Weibo: social function plus news and media  
新浪微博：社会功能加上新闻和传媒
- Combines functions  
结合多种功能
- subjective vocabulary  
主观性的表达
- Western social media separates news and private sphere  
西方的社交媒体区分新闻和私人领域

# Logo Design (images removed)

## 商标设计

- Chinese style logos 中国式图标
  - WeChat
  - Tencent
  - Sina Weibo
- Western style logos 西方式图标
  - WhatsApp
  - Twitter
  - Facebook

# Logo Design (images removed)

## 商标设计

- UK University logos 英国大学图标
  - examples
- Chinese University Logos 中国大学图标
  - examples

# Name of product 产品的名字

- Marketing 市场
- Identity 身份识别
  - Examples of institutions 机构示例
- Visual identity 视觉识别
- Digital identity 数字身份

# Style of popular App game

## 流行的游戏软件的界面风格

- West 西方:
  - Story 故事
- East 东方:
  - Fantasy 玄幻
  - Ancient times 古代
- Some common themes but different operation  
一些相同的主题但是不同的操作
- Time travel 穿越
  - UK to the future 英国偏向于去未来
  - China to the past 中国偏向于穿越回古代
- Focus on what is important in society 关注社会中重要的事情



## Examples of phone games 手机游戏示例

- Candy crush
- Candy crush Soda
- Onmyoji yin yang shi
- Fantasy character game (Chinese)
- Mac App Store: 欢乐玩斗地主