# Chapter 9

Social Aspects in HCI

Major topics of chapter 9

- How conversation has been used for communication applications
- Group communication
- Implications of social and cognitive analyses of user behaviour
- Problems of communication and interaction facing designers of CSCW systems

Analyzing Conversation

- Social approaches attempt to analyze people's actions.
- Language is considered an action.
- Conversations can be mapped into state diagrams which represent basic conversations.
- Each state creates new conversational "options".
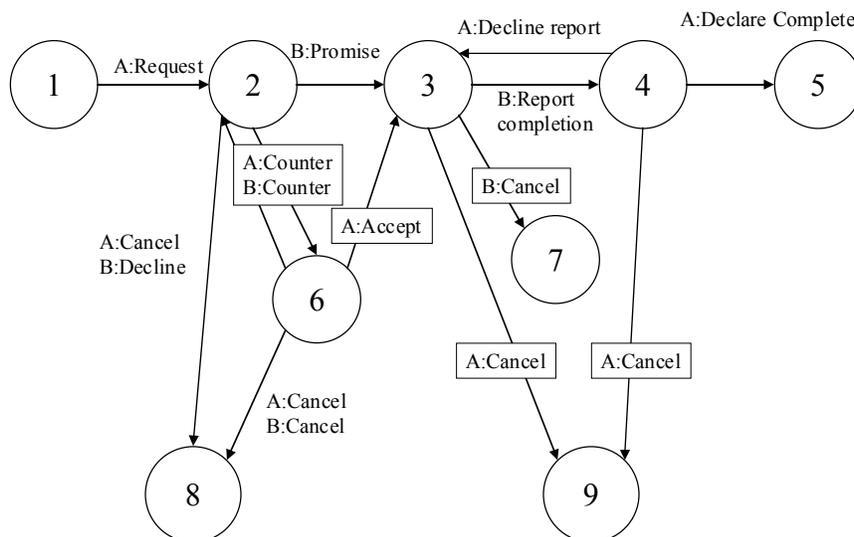
Group Communication

- Studies involving communication between two people are inappropriate for systems that will be used by groups.
- One main finding in group studies is that our ability to communicate is dependant on what types of media are used.
  - Conference call
  - Video phones

Removing Problems in Communication

- Social Protocols
  - Hand Raising
  - Moderator
- Types of communication networks
  - Circle
  - Wheel

Circle   Wheel
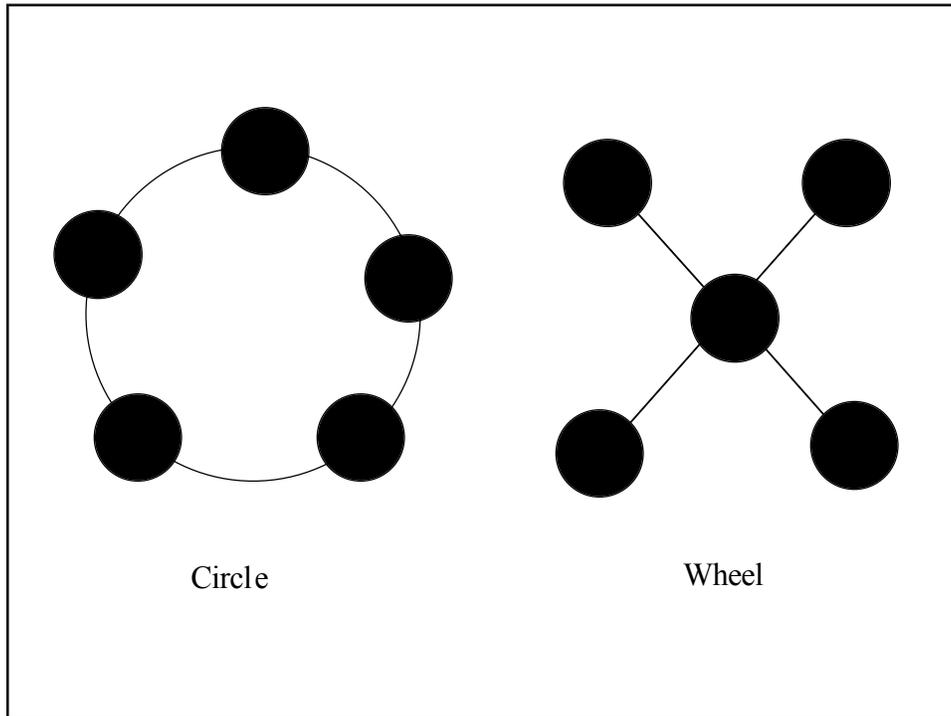
Computer Mediated Communication

- Advantages
  - allow communication between different locations
  - can enhance and encourage group working/productivity (talking and doing at the same time)

Computer-mediated Communication (cont.)

- Disadvantages
  - Unnatural way of communicating
  - Limited to interface language that the system provides
  - Many systems only have text and graphic capabilities so communication is slow

Video Conferencing

- Disadvantages
  - Speed of image refresh is usually slower than TV
  - Do not know what the other person is seeing
  - Maintaining eye-contact is difficult if not impossible
  - Gestures are harder to decipher
  - Coordinating control is difficult

Group Working in Context

- Very little is known about coordinating work practices.
- A main aim of this research is to characterize what is needed to enable groups to work together properly
- Systems are hampered by the fact that people generally work better and more spontaneously without them.