

Xiaozhen Ouyang

Master of Science: Interactive Digital Media

Title: The Cross-Cultural Aspect of Gesture-based HCI

Supervisor: Jack Cawley

Academic year: 2018-2019

Abstract:

With the flourish of HCI, the application of it thriving and expanding into an apparent diverse and enriching field. Based on the fast-growing technical foundations today, considering the cross-cultural aspect could provide a better user experience for HCI. Therefore, the aim of this research paper was to explore the effect of cross-cultural aspect in gesture based HCI design. For this purpose, from the literature review, this study analyzed and sort out literatures in the related field. After exploring the possible effect of cross-cultural aspect in gesture based HCI design, this study classified it into both positive and negative side. According to the possible effect, there were three representative problems of cross-cultural gesture-based HCI been found out. Furthermore, from the classification of gestures, this study compared a case of Eastern and Western gesture-based HCI design, discovered the differences between Westerners and Easterners in ways of thinking, self-conception, and communication, resulting in the diversification of gestures in HCI design. Finally, a set of guidelines for the cross-cultural gesture-based HCI design were suggested, in order to provide a point of reference for developers, designers and future researchers regarding the incorporation of cross-cultural aspect in HCI design.