Re-imagining the Rhetorics of Human-Computer Interaction: Addressing HCl issues and problems in Non-Western cultures

Octaviyanti Dwi Wahyurini
Clemson University

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The current Human-Computer Interaction (HCI) knowledge is designed and developed from Western thinking, neglecting the non-Western rhetorical and cultural situation that determines or at least informs users in Non-Western settings to react to the computer technology. Those Non-Western settings with communal and collective ways of living and communication, HCI needs to be responsive to those people’s need. This research is to propose a new approach to create better engagement in HCI through rhetoric as a practice for people from the Non-Western community.

The intersectionality of rhetorics and HCI

Rhetoric assists the understanding of HCI as means of persuasion technology. Aristotle defines rhetoric as, “Finding any available means of persuasion in anygiven case.” A rhetorical situation in a user interface happens at the level of function, where visual artifacts communicate the action [7]. The way a visual artifact is shaped and resonates with users navigates the degree of effectiveness of an interface design; a medium to persuade people to accomplish the designated goals. Rhetoric of HCI is also translated as a basic communication model to demonstrate dependencies and forces between three parties: designers, systems, and users in designing user interfaces [10]. The transfer of the rhetorical communication model to HCI design process can map the involved parties systematically and locate variables that contribute to a successful process. The idea of the rhetoric of HCI is also leaning towards a mode of persuasion rather than an influence [8], [14]. The intersectionality of rhetoric and HCI asks the understanding of how rhetoric responds to design [8]. This notion of the interface as the only locus of rhetorical situation has segregated the human from their social world—their rich Natural artifacts and values, that determines or at least informs their reactions to technology.

The significance of research

The application of rhetorical lenses offers an explanation to our understanding of the interaction that is activated in HCI as a way to unveil the intricacies of situated interactions beyond the interface design and aesthetic values of rich artifacts. The scholarly conversation on rhetorics and HCI has been limited to the industrial interaction design of the visual artifacts and designers, leaving out the cultural situation in the space in which the technology resides that inform the interaction. The computer has an embedded digital technology in everyday objects, transforming the surrounding environment into a physical-digital ecosysten. This technology development makes the user experience and user interface design no longer isolated in computer interface. The spaces and situations where the technology reside that inform the interaction. The computer has been an embedded digital technology in everyday objects, transforming the surrounding environment into a physical-digital ecosysten. This technology development makes the user experience and user interface design no longer isolated in computer interface. The spaces and situations where the technology reside that inform the interaction.

The rhetorics of user experience/user interaction

Rhetoric in HCI is traditionally viewed as means of persuasion that lead users to an action to reach designated goals. The means of persuasion are located in the visual elements of an interface: images, layouts, color schemes, fonts, icons, audio, animation, sound, and videos. Ancient rhetorical concepts of karios, techne, and ethos are embedded in US as interface, design, and usability satisfying the most ancient knowledge with emergent media [16]. Experience is the totality of people, acting, thinking, and meaning making, including the sensation and perception left from an object [11]. Interaction and perception are intertwined, as an interaction of human and technology creates an experience with emotional consequences that lead to meaning making. Specifically, the experience of technology refers to something larger than usability or satisfaction or attitude towards an object [11]. The situated Action and Acting in the World theory has helped to probe/distance action in HCI [8]. The action in HCI was isolated in the idea of the human response as another system in a computer that is scripted and planned. The opportunities of continuous carefully considered and controlled values may apparently emerge not as a result of plan-based action but as local responses to its configuration [13]. People acting towards an automated form, acting, feeling, thinking, and valuing, and the social situation that involve collective cultural hermeneutic forms of cultural conflict, and meaningful activity [11]. People acting in a situation know different things and speak with different interests and different levels of experience. This unit analysis situates action in the person-acting-in-setting through culturally resonant for learning and sense making. Therefore, the closest of excellence in technology is a dialogical process between a person’s rich histories of experience engaging with the technology about what the technology is and could be, and what the person is and could be [11]. This dialog is a cultural, and intellectual points to the aesthetic quality of experience.

The situated action can come from the fact that the experiences of a situation is a networking element in human interaction with technology. A human mind cannot be separated with his/her experience of technology is a dialogical process between a person’s rich histories of experience engaging with the technology about what the technology is and could be, and what the person is and could be. The application of rhetoric in HCI not only assists the understanding of situated interactions beyond the interface design and aesthetic values of rich artifacts, but also informs the reaction to a technology is determined or at least informed by their previous experiences.

References