Orange County ACM SIGCHI

Monthly Meeting

February 2, 2005, 6:00-7:30 PM

Held at Wonderware in Lake Forest

Wednesday, February 2nd at Wonderware in Lake Forest, 6:00 pm
Speaker: Norman Su
Talk: A Bosom Blogger Afar Brings a Distant Land Near: Are Bloggers a Global Community?

Abstract:
Information communication technologies on the Internet such as usenet, Internet relay chats and multi-user dungeons have been used to enable virtual communities. However, a new form of technology, the weblog, or simply "blog", has quickly risen as a means for self-expression and sharing knowledge for people across geographic distance. Though studies have focused on blogs in Western countries, our study targets the global blogging community. Inspired by previous studies that show significant differences in technology practices across cultures, we conducted a survey to investigate the influence of regional culture on a blogging community. We asked the research question of whether bloggers are more influenced by their local cultures with respect to their sense of community, or rather whether a "universal" Internet culture is a stronger influence of community feeling. Our results, based on a multilingual worldwide blogging survey of 1232 participants from four continents show that while smaller differences could be found between Eastern and Western cultures, overall the global blogging community is indeed dominated by an Internet culture that shows no profound differences across cultures. However, one significant exception was found in Japanese bloggers and their concealment of identity. Implications for industry will also be discussed.

Norman's Bio
Norman Su is a currently a PhD student in the interactive collaborative technologies group at the department of informatics at UC Irvine. His interests include novel user interfaces, CSCW and ubiquitous computing. He is currently working on an ethnographic study of "collaboratories", distributed research centers where scientists collaborate to do research together with the aide of information technologies.

The meeting is free and open to anyone.

To RSVP, send email to acm_occhi2002@yahoo.com

Wonderware

26561 Rancho Parkway South
Lake Forest, CA 92630 U.S.A.

Driving instructions on the following page.

The meeting is free and open to anyone.
To RSVP, send email to acm_occhi2002@yahoo.com
Please note that guests may need to be checked in and out with security.

OCCHI

OCCHI has monthly gatherings offering presentations, panels, and demonstrations. Anyone is welcome to join. Membership in any other organization, national ACM or national SIGCHI, is **not** required. Current members include a wide variety of professionals with a common interest in human-computer interaction. They are interface designers, graphic designers, usability engineers, research scientists, psychologists, technical writers and software engineers. They work in large and small companies and universities. They are students, professors, independent consultants, and corporate employees. To become a member, visit our web sit at http://groups.yahoo.com/group/OC_CHI/ and subscribe.

<u>Directions to Wonderware</u>

26561 Rancho Parkway South
Lake Forest, CA 92630 U.S.A.

Directions from the North via 405 Freeway:
Take 405 Freeway South.
Exit Bake Parkway East and turn left towards the mountains.
Continue on Bake Parkway for approximately five miles.
Turn left at the signal light on Rancho Parkway South.
Turn into the second driveway on the right. Wonderware's three buildings will be to your right.

Directions from the South via 405 Freeway:
Take 405 Freeway North.
Exit Bake Parkway East and turn right towards the mountains.
Continue on Bake Parkway for approximately five miles.
Turn left at the signal light on Rancho Parkway South.
Turn into the second driveway on the right. Wonderware's three buildings will be to your right.

For directions from other freeways and a map of the campus, please see the following Web site:
http://www.wonderware.com/about_us/maps/lakeforest.asp

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