

Digital Natives Continued

COSC 480: User-Centered Design

Madeline E. Smith

September 5, 2016

Plan for Today

- Announcements
- Continue discussion from Friday: Digital Natives?
- Preview: Interviewing

Announcements

- MES away Thursday+Friday
 - No class Friday
 - No office hours Friday
- Recommended TripAdvisor Talk:
 - “4 Things That Surprised Me Transitioning From Computer Science To Software Engineering”
 - Hamilton College
 - Friday @ 4pm
- A2 due Friday night

Want to learn about internship and full-time engineering opportunities with the world's most popular travel site? Do you like pizza? Enjoy collecting tech stickers? If any of those apply, bring your resume to the **Hamilton College Science Center room 3024 on Friday, September 9th at 4 pm** for a TripAdvisor Information Session and Tech Talk to hear it straight from the source of one of our engineers!

A lot can catch you off guard when you take your coding skills from Hamilton to the real world. In **"4 Things That Surprised Me Transitioning From Computer Science To Software Engineering"**, you'll learn to expect the unexpected when you start your career as a Software Engineer. We are recruiting for internship as well as full-time new grad positions, so please bring your resume!

You can plan and book your perfect trip with TripAdvisor, the world's largest travel site. Browse over 385 million candid reviews, opinions, and photos of hotels, restaurants, attractions, and more - all by travelers like you. You'll also find low fares, free travel guides, worldwide vacation rental listings, popular forums with advice about virtually every destination, and more. No wonder so many travelers make TripAdvisor their first stop before every trip!

A2: Understanding Users

For this assignment you will be observing and interviewing a user in order to identify user needs. The task at hand is sending an email. This is something we all do everyday and probably don't think much about. But through this assignment you will see the task in a new light.

Due Friday at 9pm

You Read

- Case Study: Google Buzz
- Prensky, 2001: Digital Natives, Digital Immigrants
- Bennett et al., 2008: The 'digital natives' debate
- Hargittai, 2010: Digital Na(t)ives

Case Study: Google Buzz

February 16, 2010

“You are not your user.
No matter how good you
think you are.”



Dana Chisnell

UX Researcher + Consultant

Center for Civic Design
UsabilityWorks

Digital Natives, Digital Immigrants

October 2001

“Today’s students are no longer the people our educational system was designed to teach.”



Mark Prensky

“an internationally acclaimed speaker, writer, consultant, and innovator in the field of education”

Australian education
researchers and
sociologists

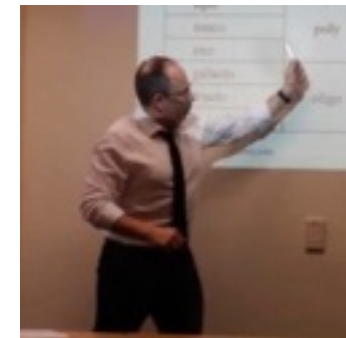
The ‘digital natives’ debate

2008

“Grand claims are being
made ... We propose a
more measured and
disinterested approach”



Sue Bennett



Karl Maton



Lisa Kervin

Digital Na(t)ives?

February 2010

“People who have grown up with digital media are often assumed to be universally savvy...”

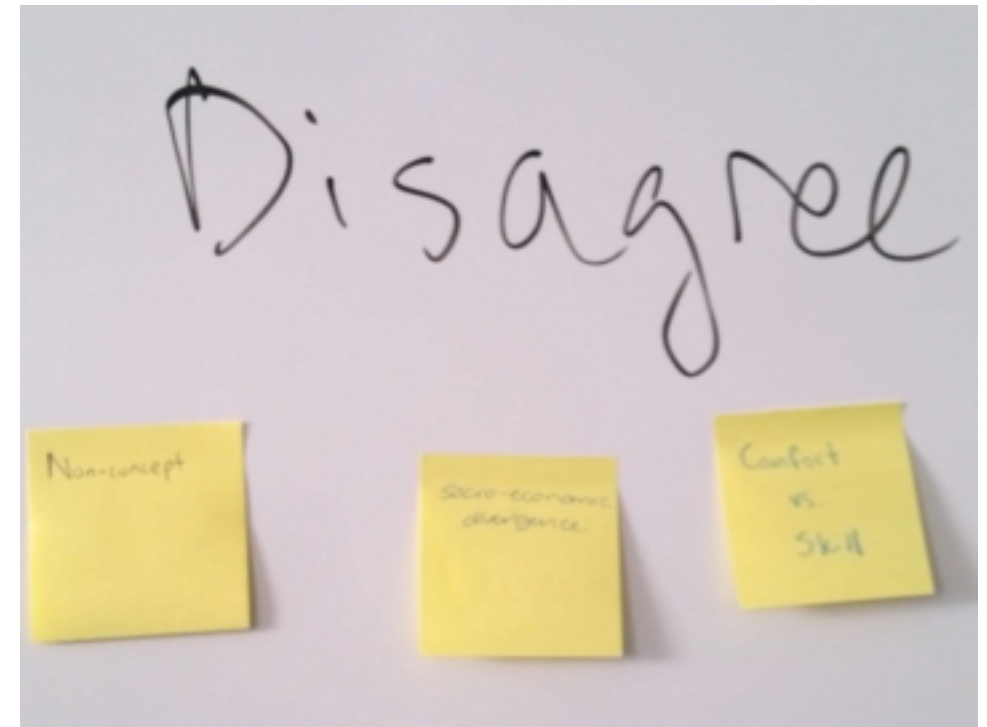
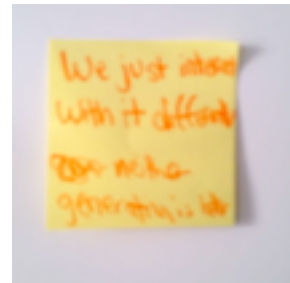
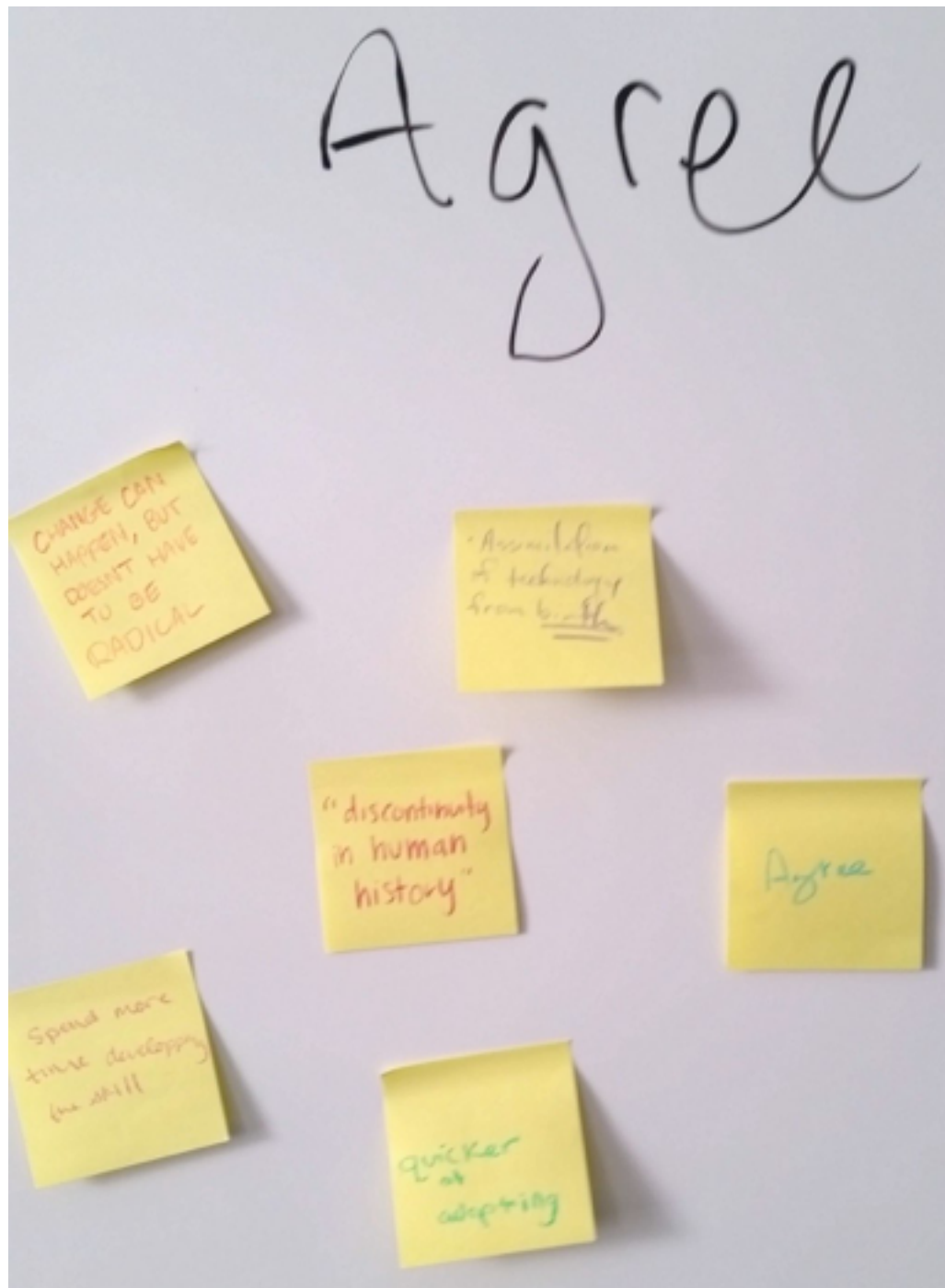


Eszter Hargittai

Sociologist
Communications

University of Zurich

Digital Natives Debate



Video: Interviews with Users

UX Interview Techniques

2013

Semi-Structured
Interview



Chauncey Wilson

UX Practitioner

Teaches @ Bentley College
Design & Usability Center

Need Finding Tools

2007



Stanford d.school

Software Engineering
Course