
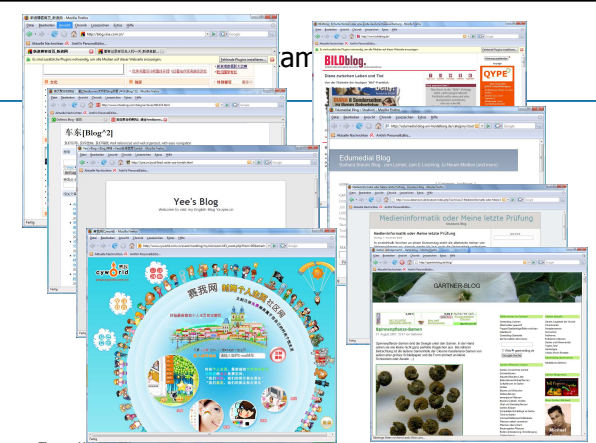


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The Chinese and German Blogosphere - An Empirical and Comparative Analysis



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Goal HCI

- Improve human-computer interaction
 - by task orientation and
 - user orientation
- User adaptation ?
 - Human factors (general)
 - Group features
 - Beginner vs. Advanced
 - Culture in international settings
 - Individual features
 - Preferences etc.

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Internationalization

- Cultural Heterogeneity of Users
 - Localization
 - Cultural Adaptation
- Multilingual Information Systems

- IWIPS 2003-2007
- Workshop Intl. @ M&C 2005
- Kralisch & Mandl @ HICSS 06

Mandl et al. @ Cross Language Evaluation Forum 2003-7
Workshop Intl @ GAL 2007

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Culture

- "the way of life of a people" (HALL 1959)
- "Culture is the manifold ways of perceiving and organising the world that are held in common by a group of people and passed on interpersonally and inter-generationally" (HECHT/ANDERSEN/RIBEAU (in ASANTE/GUDYKUNST 1989: 163)
- "the social programming as the result of our socialisation" (Beneke)
- "the software of the mind" (Hofstede)

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Culture

- Mostly unconscious
- Cultural Adaptation in Information Systems
 - Examples
 - E-Learning
 - Project Management
- Quantitative Model?

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Dimensions of Culture

Hofstede (1997) investigates four dimensions of cultural differences (business context):

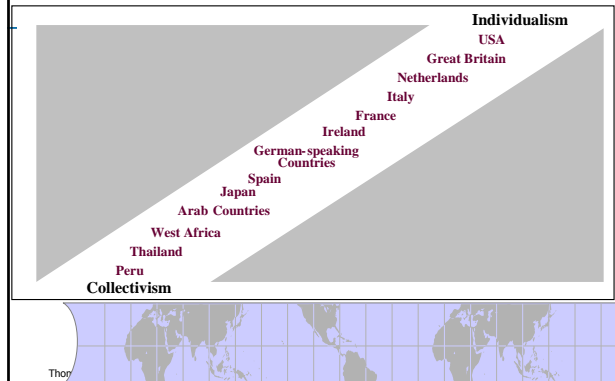
- power distance
- individualism vs. collectivism
- uncertainty avoidance
- masculinity vs. femininity

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Individualism vs. Collectivism

Hofstede 1997



Thor

China and Germany

	Long-term Orientation	Individualism	Power Distance	Uncertainty Avoidance	Masculinity
Germany	31	67	35	65	66
China	118	20	80	30	66

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Why Blogs?

- Blogs are an important knowledge source
 - for individual reader
 - for large scale analysis
 - E.g. in business portals
- For blog analysis, it is necessary to know
 - cultural patterns to express opinions
 - cultural discussion patterns

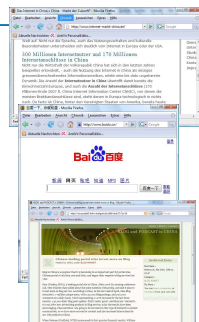


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Why China?

- Large Internet Market
- Probably soon the System with most users will be Chinese
 - Search engine *baidu.com*
- Chinese Blog Market



Ca.15% aller Posts von Blogs auf der Welt sind in Chinesisch

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Comparative Study

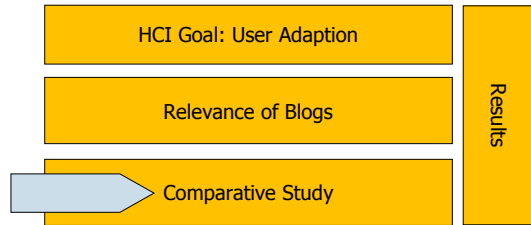
- Differences between Chinese and German Blogs
- Intellectual Analysis of Blog Features
- Relation to Quantitative Culture Models



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Overview



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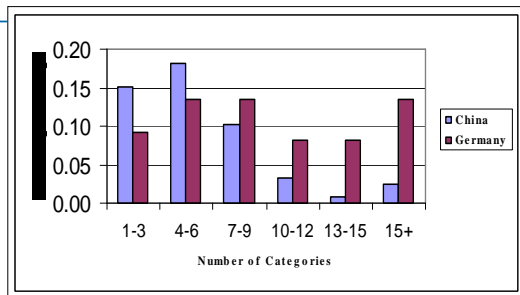
Results: Graphic Design

- Chinese Blogs
 - offer more layout options
 - use many more design elements
 - like clocks, photo albums, animations, videos, smileys ...

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Results: Uncertainty Avoidance

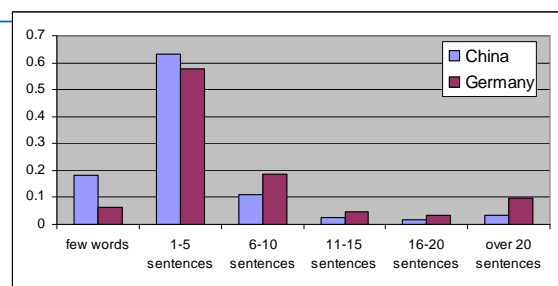


- Germans assign more tags to a blog

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Results: High vs. low Context

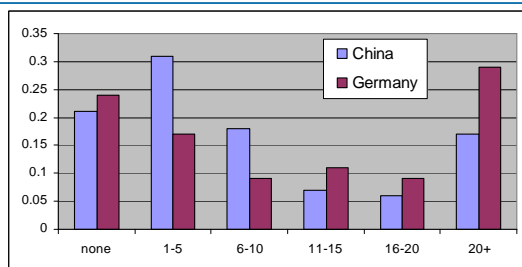


- Chinese blog texts tend to be shorter

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Results: High vs. low Context

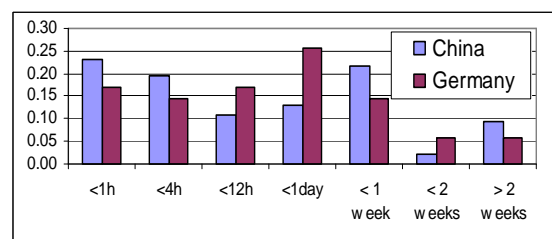


- Germans use more external links (despite Power Distance)

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Results: Long-term Orientation

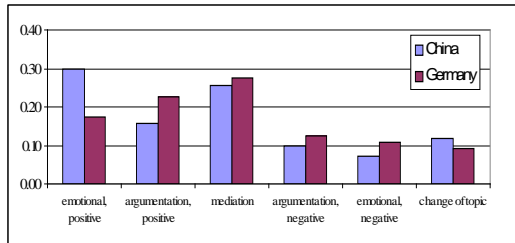


- More Chinese reactions after more than one week

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Results: Collectivism



- Keeping Face: less negative reactions in Chinese set

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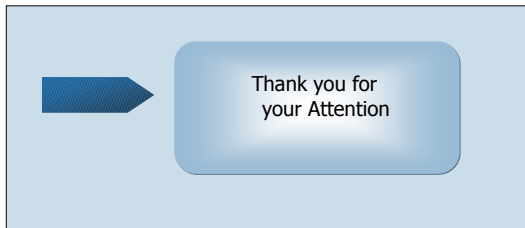
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Outlook

- Automatic Analysis of a larger Set
 - Hypotheses based on results from this study
- Long term goal:
 - Cultural aware opinion mining
 - Optimize social media systems for cultures

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Extended Version of Paper and Presentation Slides:
<http://www.uni-hildesheim.de/~mandl>

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