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Network Gender-UseIT



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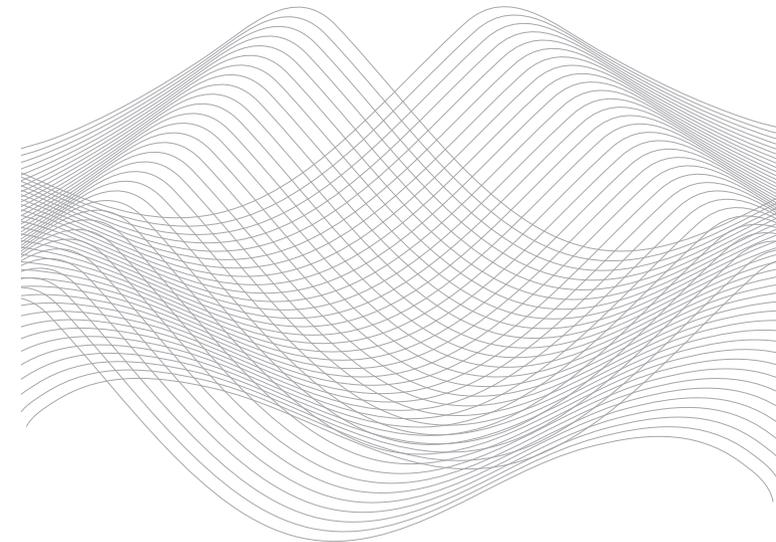


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Network Gender-UseIT

*Web Usability and User Experience
from a **Gender** Perspective*



GEFÖRDERT VOM



Bundesministerium
für Bildung
und Forschung

Network Gender-UseIT

The network Gender-UseIT is dedicated to promoting innovative research cooperations in web usability and user experience. The goal is to show perspectives, methods, and means to take gender into consideration in human-computer Interaction (HCI).

Conference „Gender-UseIT 2014“: HCI, Web Usability and UX from a Gender Perspective“

The conference „Gender-UseIT 2014“ on April 3rd and 4th 2014 in Berlin will offer a platform for researchers and professionals from universities, research organizations, and companies interested in approaches, tools, and examples for integrating a gender perspective in the usability process and the design of user experience.

UX and Usability: Better with a Gender Perspective

Interacting with computers has become an integral part of our private and professional life: Computer programs used for work, social network sites, online shopping, webforms, search engines – our life is full of interactive interfaces waiting to be used.

With the increasing importance of women as users and as consumers there is a growing need to acknowledge the relevance of gender in the context of human-computer interaction.

Pink and Bling?

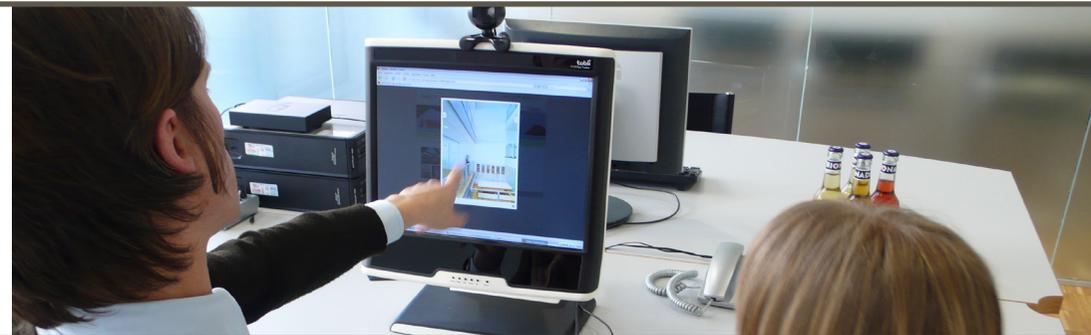
Gender plays a role regarding perception, adoption, and use of software, social media, internet and mobile devices and there is a sex gap regarding many aspects of computers and internet. Stereotyping can hinder the perception of relevant differences and reify false beliefs about „what women want“, therefore it is important to go beyond simplistic dichotomies.

Guidelines for Research and Practice

One outcome of the project „Gender-UseIT“ will be guidelines to integrate a gender perspective in researching usability and user experience, which can be used in research, teaching, and practice.

Sex and gender can influence all stages of the research or development process in the context of human-computer interaction. Both the strategic aspects such as setting priorities in a user research project and the more routine tasks of selecting methods, recruiting subjects, and interpreting data need to be focused when bringing a gender perspective into research.

The guidelines will offer methods based on research regarding usability and user experience, feminist HCI, and current methods used in the everyday design of user experience and usability. They will show how to bring the experience, knowledge, and inter-



Website www.gender-useit.com

The website www.gender-useit.com offers information and postings regarding the project and offers German-speaking experts a chance to network with others interested in gender, usability, and UX.

Research in user experience and usability should therefore take gender into consideration in a constructive and reflective manner.

Development, design and marketing of interactive technologies and devices can benefit from an interdisciplinary look at the gendered nature of HCI. The result would be beneficial for everybody involved: More usable products and services, higher ability to innovate, higher quality, and more satisfied users.

ests of women and men to bear on the development of human-computer interfaces – in mobile devices, industry, consumer products, automotive, health, and social media.

Case studies will demonstrate how a gendered perspective can be created in research, management, training, processes, and methods of user experience and usability engineering.