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### A Semiotic-informed Evaluation of *Vila na Rede*

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# A Semiotic-informed Evaluation of *Vila na Rede*

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**Abstract.** The inclusive social network *Vila na Rede* has been constructed in the context of the e-Cidadania project, with the direct and effective involvement of the target users (Brazilian communities) since the beginning of the project. Now, for the evaluation of this social application, we have created and applied an evaluation artifact based on the Semiotic Ladder, from Organizational Semiotics. Starting from the description of the original artifact - the Semiotic Ladder - we then report the process of constructing this artifact, developed specifically for *Vila na Rede*. The overall positive results discussed here compose a favorable indication of the system's pertinence to the community it has been designed for, by and with(in).

**Keywords.** Inclusive Social Network, *Vila na Rede*, Evaluation, Organizational Semiotics, Semiotic Framework, e-Cidadania.

## 1. Introduction

The e-Cidadania research project investigates solutions for the interaction design of systems that make sense to the Brazilian citizens, to promote the constitution of a culture mediated by Information and Communication Technologies in our society. This project addresses one of the grand challenges in Computer Science research in Brazil for the next years, the “Participatory and Universal Access to Knowledge for the Brazilian Citizen” (Baranauskas and deSouza, 2006). By studying the relationships established around people in their informal networks and the way they interact with each other and with technology, we have been developing an Inclusive Social Network system, named *Vila na Rede*<sup>1</sup>. To this end, we have been conducting workshops that are built upon techniques from

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<sup>1</sup> <http://www.vilanarede.org.br>

Participatory Design (PD) and that are grounded on Organizational Semiotics (OS) artifacts.

*Vila na Rede* is a system that allows participants to share information about products, services and ideas. As it was developed to be used by people with different interaction abilities, the system was regularly inspected regarding usability and accessibility. However, the development of a system projected for a population of the size and diversity of the Brazilian's, requires a broader vision, considering the socio-technical aspect of the challenge (Hayashi et al, 2009). The interface solution should make sense for all independently of their neither social, cultural, physical or emotional condition nor background knowledge using computers.

In this scenario, issues related to efficiency and effectiveness or access to the content are very important but not enough for determining the success during the interaction process. Aspects regarding the access to computers (or other devices) and Internet, the different meanings and intentions these users may have and the impact of the technical solution in their lives should also be considered.

In this sense, we faced the research challenge of evaluating a social application with a holistic view, considering aspects that escape from the traditional evaluation methods. Therefore, for this evaluation we created an evaluation artifact inspired by the Semiotic Framework (Stamper et al., 1988; Stamper, 1993) from OS. The Semiotic Framework considers the properties of signs in six layers, from the Physical World, going through the Empirics, Syntactic, Semantics, Pragmatics and the impact in the Social World. For each layer, we set up several questions related to *Vila na Rede* that allowed us to evaluate whether the system is achieving its objectives regarding confidence, ethics, security, interface element's meaning, attractiveness, impact of the devices availability, among others.

This report aims at presenting our process of constructing and applying the evaluation artifact to this research scenario. Also, it describes how we analyzed the results and our conclusions regarding *Vila na Rede*. The report is organized as follows: Section 2 presents the Semiotic Framework as proposed by Stamper et al. (1988) and the

collaborative approach we used to formulate the questions. Section 3 describes the evaluation artifact design. Section 4 shows how the artifact was used in a workshop. Section 5 discusses the results, presenting the data collected and the analysis process. Finally, Section 6 concludes and points out future works.

## 2. Methodological Reference

OS methods and artifacts provide ways to model information systems from signs that are used and that are meaningful for people in their social worlds. OS is a branch of Semiotics with roots in Charles Pierce's Semiotics, which studies signs and their roles as a basis from which more complex concepts, like information and communication, can develop. In the OS from Stamper et al. (1988), Informational Systems are seen as socially constructed systems – i.e., resulted from human interactions systems.

Starting from the physical, and going up to empirics, syntactic, semantic, pragmatics until the social layer, the Semiotic Ladder (SL) or Semiotic Framework allows us to see information (signs) from different perspectives, based on the different functions one can apply on this information (Stamper, 1993; Liu, 2000). Next we briefly describe each layer of the Semiotic Ladder.

The three layers on the bottom of the ladder compose the IT platform, the basis of a system and where most people focus their attention when designing systems. Namely, the layers of this group are:

- Physical World. The issues on this layer are related to the hardware that supports the system, including the routes over which the information is transmitted and also the route's capacity. That is, this layer concerns all material aspects of a system. As example of an issue belonging to this layer is the lack of appropriate equipment (e.g. webcam and loudspeakers) in Telecenters.
- Empirics. In Stamper's (1993) words, "Empirics is concerned with coding so that the statistical behavior of the messages can be matched most efficiently to

the statistical characteristics of the media (signal to error rates)". The main issue on this layer is related to the coding that will allow an efficient use of the hardware resources. Designing a system that will be compatible with user's hardware specification is an example of an issue in this layer.

- Syntactics. The formal structure of signs concerns the syntactic layer. For example, the complexity and richness of a language.

The three layers on the top of the ladder form the Human Information Functions, which concerns the characteristics of the human/social organization:

- Semantics. This domain connects signs with the actions that can be taken from them, or the meanings that are suggested by the elements of a system. Here the social view of the problem is already required as the meaning that a community of users can make from the elements depends on their culture and other details of their backgrounds. For example, the red color may be associated with danger and because of that, one might understand that text written in red reveals the importance of that text.
- Pragmatics. This layer is associated with intention - be it the intention the developer had when creating the system; the intention the user has towards it; or the intentional communication of messages. The understanding of the users' context is essential in this domain, as it helps us predict how they intend to use the system.
- Social World. The topmost layer of the Semiotic Ladder consists of the many norms that shapes and directs an organization and its environments. This includes not only the legislation or cultural and ethic rules, but also the impacts that the system will have in the society.

Aiming at illustrating the application of the SL in Interactive Information Systems, Figure 1 presents some questions and main aspects related to each layer.

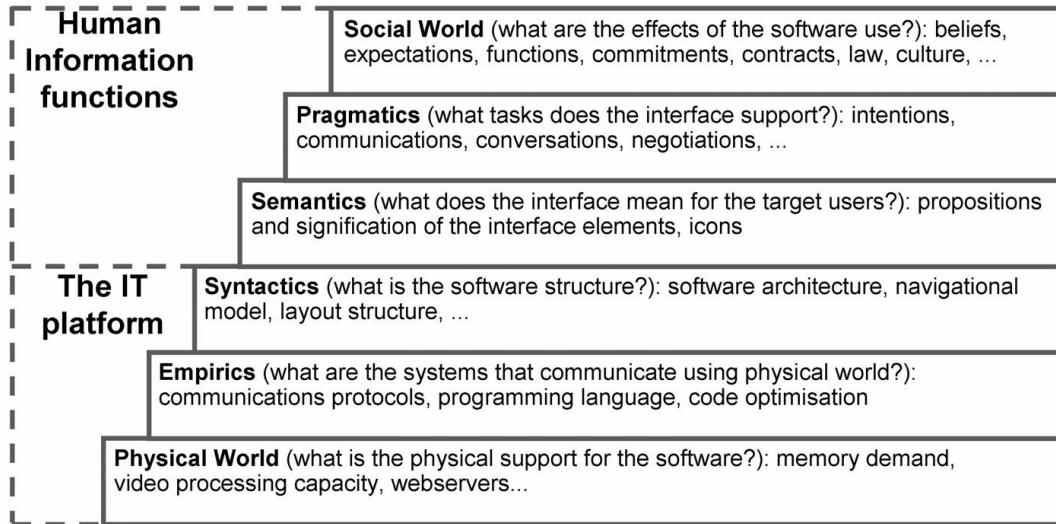


Figure 1. Semiotic Ladder applied to Interactive Information Systems (Baranauskas and Neris, 2007).

The SL has been successfully used in previous evaluative works as reported in (Baranauskas et al., 2003; Schimiguel, 2006; Baranauskas and Neris, 2007). Grouping the aspects that are going to be evaluated using the SL six layers helps to organize the information and allows a holist view around the subject.

The evaluation artifact designed to assess *Vila na Rede* was designed considering the six layers of SL. Next section presents the collaborative approach we adopted to construct this artifact.

### 3. Evaluation Artifact Design

As we intended to evaluate *Vila na Rede* considering aspects that go beyond the traditional ones regarding usability and accessibility, we proposed a set of questions with answers to be chosen that could cover issues related to interface elements meaning, intentions of use, impact of absence of devices, among others.

Once e-Cidadania has a multidisciplinary team, considering professionals from different research areas as computer science, multimedia, education and anthropology, we

adopted a collaborative approach to build the artifact. Using a collaborative editor, all researchers could propose questions related to the SL six layers. Also, the proposal of the possible answers and vocabulary adjustments were made considering the different views. The vocabulary and writing style adopted were carefully considered once the artifact would be used by participants with different literacy levels (see Table 2).

Each question was designed with 5 alternative answers. The answers were designed to represent positive, neutral and negative aspects considering the main issue being evaluated in such question. Generally, 2 alternatives represent the positive aspect, 1 neutral and the other 2 represent a negative aspect. Table 1 presents the 27 questions proposed and the main aspect evaluated in each one. The complete artifact with the alternative answers can be found in Appendix 1 (in Portuguese).

Table 1. Questions and main aspects evaluated.

<b>Layer</b>	<b>Question</b>	<b>Main aspect being evaluated</b>
Social	QSo1) Would you buy a product announced at <i>Vila na Rede</i> ?	Confidence in the system's content
	QSo2) If you would contract a service announced at <i>Vila na Rede</i> and you did not know the announcement author, what would you do?	Confidence in the system's users
	QSo3) If you think an announcement is interesting and want to know more about it, what would you do?	Pro-activity in using the system's feature
	QSo4) You are at <i>Vila na Rede</i> and reach an announcement you think it is inappropriate. You:	Ethics
	QSo5) You registered an image password to get into <i>Vila na Rede</i> . You:	Privacy and confidence in other people around
	QSo6) Use the <i>Vila na Rede</i> : did not change anything in my life, brought benefits, brought problems etc	Benefits in real life
Pragmatics	QPr1) What do you most use <i>Vila na Rede</i> for?	Intention of using the system
	QPr2) What do you most use the <i>Vila na Rede</i> multimedia (picture, video, audio) resources for?	Intention of using the media

	QPr3) While inserting (or capturing) a picture, an audio or video file, there is a field for description. What do you use the description for?	Intention of using an specific text field
	QPr4) When you use <i>Vila na Rede</i> in the lab (or another public place), after finishing you:	Awareness of security
	QPr5) If you see an announcement about an event that has passed or a product that was already sold out, you:	Intention of action regarding out of date content
	QPr6) If you comment an announcement and in the place of your name it appears "anonym", you:	Intention of action regarding anonymous profile
Semantics	QSe1) What does the list of names following "Who is online" mean?	Meaning of a group of interface elements
	QSe2) The button "contact" in the right side can be used for...	Meaning of interface element
	QSe3) What does the button "collaborate" that appears in some announcements mean?	Meaning of specific function
	QSe4) What do the 3 letters A in the up-right side of <i>Vila na Rede</i> mean?	Meaning of specific function
Syntactics	QSy1) While registering at <i>Vila na Rede</i> , you:	Easiness or difficulties regarding an specific sequence of actions
	QSy2) Aiming to see an announcement, you:	User's sequence of actions in the system
	QSy3) When an announcement is shown, you:	User's sequence of actions
	QSy4) What I like the most in an announcement is:	Elements that provoke satisfaction
Empirics	QE1) While using <i>Vila na Rede</i> at home, the computer seems to be:	System performance in different network bandwidth
	QE2) Ever I try to see a video at Vila ...	System performance regarding videos files
	QE3) Ever I try to listen to an announcement or comment at <i>Vila na Rede</i> ...	System performance regarding audio files
	QE4) Ever I try to see pictures of an announcement or comment at <i>Vila na Rede</i> ...	System performance regarding picture files
Physics	QPh1) Do you use the microphone and camera at <i>Vila na Rede</i> ?	Use of devices
	QPh2) Have you ever been without understanding an announcement because you did not have devices (earphones,	Impact of devices absence in understanding

	speakers, players)?	
	QPh3) Have you ever been without posting an announcement because you did not have devices (microphone, webcam, digital photo camera)?	Impact of devices absence in using system features

Next section describes how the evaluation artifact was applied with representative users in a workshop.

## 4. Workshop

Following the series of Semio-participatory Workshops from e-Cidadania project, the 9th encounter was held on the 31st of August, 2009 at a Telecenter in Vila União, Campinas. One of the objectives of this workshop was to evaluate the *Vila na Rede* system, from a broader perspective. To this end, the evaluation artifact described in the previous section was used.

In total, 11 participants from the community took part in this activity. The ages of those who worked with the evaluation artifact varied from 22 to 61 years old. Further information on their profiles is listed on Table 2.

Table 2. Participant's profiles.

Participant	Age	Schooling level	Computer at home?	Internet access?
1	46	high school	no	yes
2	55	high school	yes	yes
3	55	some high school	yes	yes
4	22	college	yes	yes
5	61	some elementary school	yes	no
6	58	college	yes	yes
7	49	some elementary school	no	no
8	55	elementary school	yes	sim
9	57	high school	yes	no
10	51	elementary school	no	no
11	50	Pos Doc	yes	yes

The forms were distributed among the participants and each one of the 11 participants from the community filled it individually. They used the equipment of the Telecenter, accessing *Vila na Rede* through broad band internet connection with personal computers. Figure 2 illustrates this moment of the activity. While they were working, researchers were circulating among them in order to solve possible misunderstanding in the comprehension of the questions from the forms. Also, those with literacy restrictions found the necessary support from the researchers in order to work with the forms that were all in textual format.

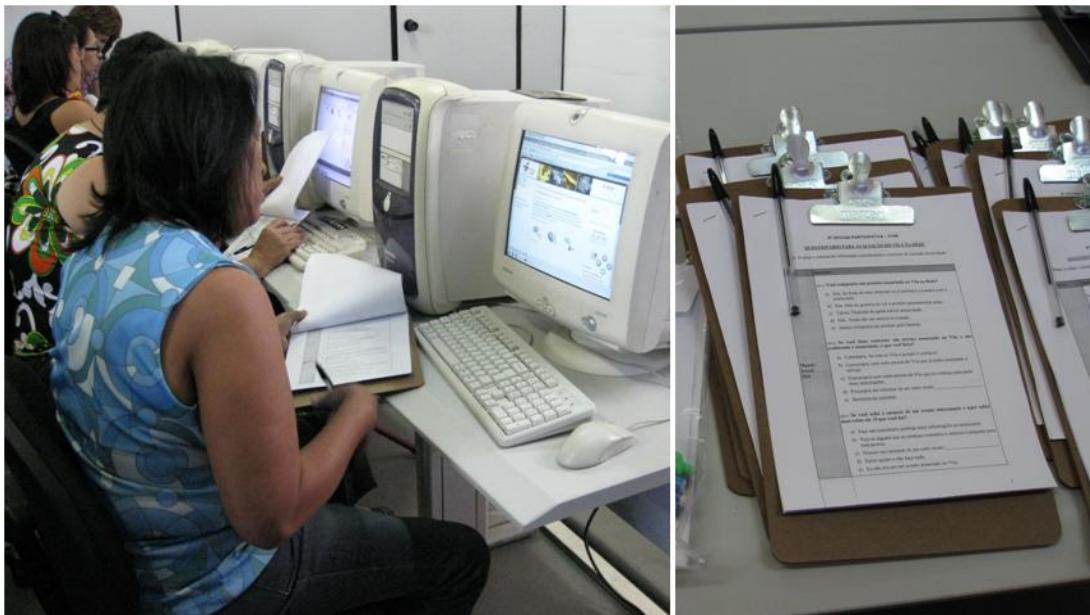


Figure 2. Participants at the workshop and forms to be filled.

They took in average 30 minutes to browse the system and complete the forms with their answers. After this phase, they were gathered together again and a discussion with the whole group was conducted in order to elicit their opinions and comments on the activity. From previous works, we have found that it is always important to have this group discussion at the end of each activity, so that people can share their experiences with the group, as relevant information can rise from this rich moment. The entire activity was video

taped for documentation. The data from the filled forms were compiled and the results are presented in the next section.

## 5. Results

At the end of the workshop, we had 11 forms with the participants' answers for the 27 questions distributed in the 6 layers. The answers were grouped as described in section 5.1. The analysis and our conclusions about the status of *Vila na Rede* are discussed in section 5.2.

### 5.1 Data grouping

As shown in Table 1, each question is associated with a main aspect that was being evaluated. Therefore, by analyzing results for each question, we could evaluate the behavior of *Vila na Rede* in each different aspect. While analyzing such a question, we summed the number of “votes” each answer received. Then we ordered the answers from the most voted to the less voted, as shown in Table 3. The first column shows how many times each answer was selected. In question QSo2, for example, the answers b) I would talk to someone else from *Vila na Rede* that had already contracted the service and c) I would talk to someone from *Vila na Rede* that I know to ask for more information were the most voted.

As participants could select more than one answer in each question, we can have the total of answers in such a question that is higher than 11. When the users wanted to select more than one option to answer a question, they were asked to signalize an order for the selected answers; it means they marked which answer was their 1st option, 2nd and so on. This information was used as a criterion to untie when two answers received the same number of selections. The alternative that appears more times in a higher order was better classified (appears before in the answers list).

Table 3. Examples of data grouping in two questions from the Social World layer.

Question	QSo2) If you would contract a service announced at <i>Vila na Rede</i> and you did not know the announcement author, what would you do?
Quantity of votes	Answers
6	b) I would talk to someone else from <i>Vila na Rede</i> that had already contracted the service
6	c) I would talk to someone from <i>Vila na Rede</i> that I know to ask for more information.
0	a) I would contract it. If it is at the <i>Vila na Rede</i> it is reliable.
0	d) I would try to inform myself using another way: _____.
0	e) I would give up contracting.
Question	QSo3) If you think an announcement of an event is interesting and want to know more about it, what do you do?
Quantity of votes	Answers
10	a) I add a comment asking the announcement's author for more information.
1	b) I check if someone that I know has commented the announcement and ask this person.
0	c) I try to inform myself in another way: _____.
0	d) I let it go and do nothing.
0	e) I would not go to an event announced at <i>Vila na Rede</i> .

The complete data grouping (results for all the questions) can be found in Appendix 2 (in Portuguese).

## 5.2 Analysis and Discussion

After grouping the answers, we conducted an analysis to assess if the most voted answers indicate a positive, neutral or negative view regarding the aspect that was being evaluated. Table 4 summarizes the results presenting some comments about how they were judged.

The result was classified as “positive” when the most voted answers suggest that the related feature makes sense to the users and they use it in an autonomous way corroborating to their digital and social inclusion. When the most voted answers did not allow us to conclude whether the result was positive or negative, we classified it as neutral. The “negative” result was chosen when the feature did not make sense or they had difficulties in performing the task for example.

Table 4. Main aspects evaluated and results.

<b>Layer</b>	<b>Question_ID</b>	<b>Main aspect evaluated</b>	<b>Result analysis</b>	<b>Comments</b>
Social	QSo1)	Confidence in the system's content	Positive	Answers regarding “yes” received 10 votes, suggesting that participants trust in the system’s content.
	QSo2)	Confidence in the system's users	Positive	All participants selected answers pointing out that they would talk to someone using the system. No one selected the option that would “blindly trust” in the announcement.
	QSo3)	Pro-activity in using the system's feature	Positive	The answer related to “make a comment using the system” received 10 votes, suggesting that participants see the system as a communication channel.
	QSo4)	Ethics	Negative	The most voted answer was the one about getting in contact with the researchers, suggesting that most of the participants are not still independent to deal with ethics aspects.
	QSo5)	Privacy and confidence in other people around	Neutral	All the answers were voted and the group was divided, 50% did not care about people looking at their password.
	QSo6)	Benefits in real life	Positive	7 participants answered that already got benefits and 3 are waiting for benefits.
Pragmatics	QPr1)	Intention of using system	Positive	Answers regarding “look for services or products and announce ideas” received 11 votes, suggesting that participants are using the system’s main functionality.
	QPr2)	Intention of using the media	Positive	7 participants voted in the “expected” answer regarding the illustration of announcements. The option “to see and be seen by other people” also received 7 votes.
	QPr3)	Intention of using specific field text	Neutral	Although 7 participants selected that the specific field is used to “enhance the chances of other people understand the

				announcement", during the discussion, several participants mentioned that did not know the feature.
	QPr4)	Awareness of security	Positive	10 participants signalized that they press the "exit" button before leaving
	QPr5)	Intention of action regarding outdated content	Neutral	Answers regarding "I would not do anything" received 9 votes, suggesting that the system should take care of outdated announcements
	QPr6)	Intention of action regarding anonymous profile	Neutral	Answers regarding "anonymous" interaction is not a problem received 8 votes
Semantics	QSe1)	Meaning of a group of interface elements	Positive	Answers regarding "people that are using the system at that time" received 10 votes
	QSe2)	Significance of interface element	Negative	Answers not related to the functionality attached to the "contact button" received 5 votes, suggesting that this element is not clear to the community
	QSe3)	Meaning of collaboration button	Positive	7 participants selected the answer related to "help with the announcement". No one confused it with comment (which is more used)
	QSe4)	Meaning of 3 letters A in the up-right side of the interface	Positive	9 participants selected the answer related to "change the font size".
Syntactics	QSy1)	Easiness or difficulties regarding logging in	Negative	Answers related to problems while registering in received 7 votes, suggesting the need of improvements in design of the logging in functionality.
	QSy2)	User's sequence of actions to see an announcement	Positive	The answer related to select a category first and then navigate through announcements was the most voted.
	QSy3)	User's sequence of actions while seeing an	Positive	The answer related to "read the title and then see thing in sequence" was the most voted, confirming the expected linearity

		announcement		in reading.
	QSy4)	Elements that provoke satisfaction	Positive	The answer related to "pictures" got 9 votes, confirming the expected relation between images and affect.
Empirics	QE1)	System performance in different network bandwidth	Neutral	Almost 50% voted in normal or fast and the other ones in slow.
	QE2)	System performance regarding videos files	Positive	All the participants selected answers related to positive aspects like "be interested in watching other videos" or "be interested in creating a video". No one selected answers related to performance problems
	QE3)	System performance regarding audio files	Positive	All the participants selected answers related to positive aspects like "be interested in listening to other audio" or "be interested in creating an audio file". No one selected answers related to performance problems
	QE4)	System performance regarding picture files	Positive	All the participants selected answers related to positive aspects like "be interested in seeing other pictures" or "be interested in creating pictures". No one selected answers related to performance problems
Physics	QPh1)	Use of devices	Neutral	50% of the participants signalized that they use microphone and webcams or would like to. The other half signalized that they do not have access to these resources
	QPh2)	Impact of devices absence in understanding	Neutral	Although 7 participants signalized that they had never had a misunderstanding of an announcement because of devices' absence, 4 participants signalized they did.
	QPh3)	Impact of devices absence in using system features	Neutral	7 participants signalized they did not announce because of device's absence at home or at the telecenter.

Interesting information about the participants' view and actions regarding *Vila na Rede* came out from the assessment. In the Social layer, when asked about "hiding a service" without knowing the announcer (QSo2), all the participants signalized that they would use the system to talk to someone to check information before hiding the service. This result shows their awareness about security and trust aspects regarding content in the Internet. Still in the social layer (QSo6), they wrote some of the benefits they already achieved using *Vila na Rede* as improvements in local communication, visibility in the community and incomes.

In the Pragmatics layer (QPr2), a not previously imagined intention of use was mentioned. E

Regarding the use of multimedia files to "illustrate the announcements", the alternative "to see and be seen by other people" demonstrate the particular appropriation they have done for the multimedia resources. Also in this layer, it was possible to notice that the field "description" available for picture, audio and video files was not clear for some of them.

In the Semantics layer (QSe4) some of the participants did not know what the 3 letters A in the up-right side of the interface represent. However, when asked about it, they immediately tested it, understood and conclude about the feature meaning, suggesting an independency and security about experimenting things, which is an important ability of computer users.

In the layers of IT platform, it is interesting to notice that user's sequence of actions is generally linear as indicated by the answers in questions QSy2 and QSy3. Some questions in the Empirics layer also showed that the use of multimedia files impulses the creation of new media files. Moreover, it was possible to notice that lacks in the access of devices and good internet connection impact in the use of *Vila na Rede* (QE1, QPh1, QPh2, QPh3).

Considering the results presented in Table 4, we colored the SL to have a whole picture about the aspects evaluated in each layer. The space occupied by a layer was

divided by the number of questions proposed in that layer. The questions that showed a positive result were colored using green. The neutral ones using light yellow and the negative ones were colored using red. Figure 3 shows the resulted colored ladder.

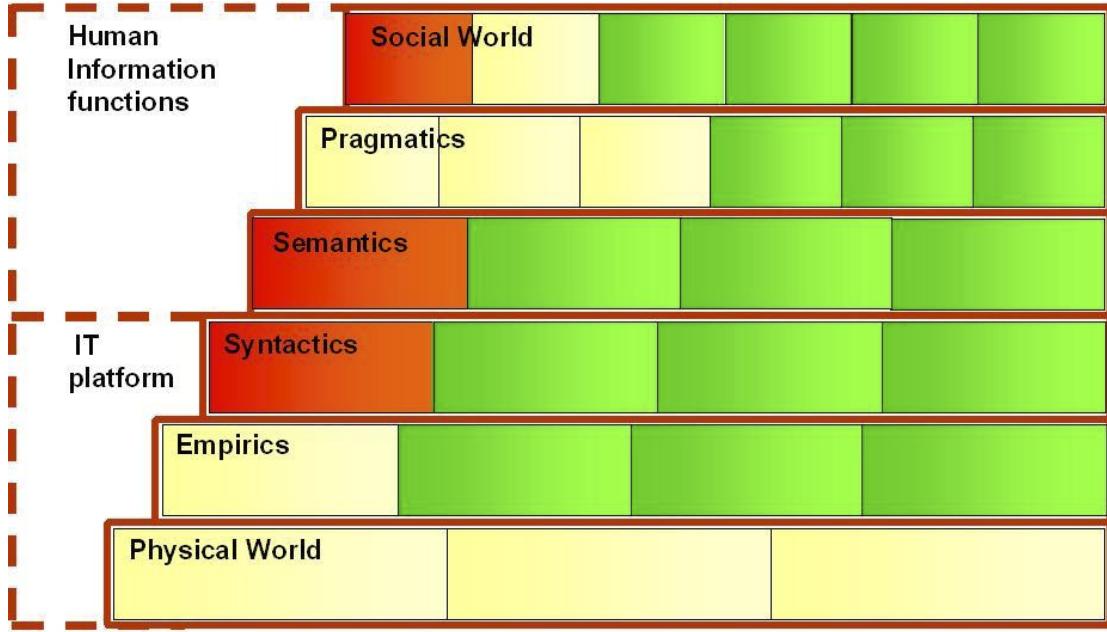


Figure 3. SL colored using the results of the *Vila na Rede* evaluation.

Figure 3 shows that *Vila na Rede* is collaborating with the digital inclusion in the different dimensions covered by the SL. The neutral aspect in the Physical World is related to the fact that some features are not being widely used because they rely on devices (as microphone and cameras) that in many cases users do not have access. The same happened in the Empirics as the system was considered slow by some users because of internet connection. In Pragmatics and in the Social World the neutral aspects are related to the fact that at about 50% of the participants signalized they are not sure about the field description (for multimedia files); expect that the system deals with out of date content; do not care about navigating as anonymous nor people watching them selecting images to logging in. The neutral aspects in the human information functions can be understood as possibilities to improve the design aiming to amplify the number of users *Vila na Rede* could support towards their digital inclusion.

The negative aspects are related to features that most users signalized they had problems. In social aspects, it was possible to see that most participants are not still independent to deal with ethics aspects as a group. This may have happened because they still have contact with the researchers, therefore they would rely on this contact to solve an important issue as those related to ethics. The negative aspect in the Semantics layer, refers to the meaning of the contact button that is not clear for the community users. Considering this information, the design was already changed and the button is now close to the institutions information at the bottom of the page. In the Syntactic, the main problem reported is related to the sequence of actions to register. In this case, the design was also changed simplifying the steps sequence.

## 6. Conclusions and Future Work

The overall positive results discussed here compose a favorable indication of the system's pertinence to the community as it has been designed for, by and with(in). Moreover, this first application of the evaluation instrument can be understood as a pilot-test in which we could identify improvements to be done and its potential as an instrument to corroborate in the analysis of other social systems. For instance, the Portuguese style can be improved in some questions to clarify even more the designers' intention. Also some ambiguous alternatives can be better presented.

As future works the proposed evaluation instrument can be added to *Vila na Rede* aiming at allowing more users to express their opinion, increasing the results expression.

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## APPENDIX 1

### QUESTIONÁRIO PARA AVALIAÇÃO DO VILA NA REDE

**Foco:** Avaliar o sistema de informação considerando o contexto de inclusão/diversidade.

Níveis	Questões
Mundo Social (So)	<p><b>QSo1) Você compraria um produto anunciado no Vila na Rede?</b></p> <p>a) Sim. Se fosse de meu interesse eu já acertaria a compra com o anunciante. b) Sim. Mas eu gostaria de ver o produto pessoalmente antes. c) Talvez. Depende de quem estiver anunciando. d) Não. Ainda não me sentiria à vontade. e) Jamais compraria um produto pela Internet.</p> <p><b>QSo2) Se você fosse contratar um serviço anunciado no Vila e não conhecesse o anunciante, o que você faria?</b></p> <p>a) Contrataria. Se está no Vila é porque é confiável. b) Conversaria com outra pessoa do Vila que já tenha contratado o serviço. c) Conversaria com outra pessoa do Vila que eu conheço para pedir mais informações. d) Procuraria me informar de um outro modo:_____. e) Desistiria de contratar.</p> <p><b>QSo3) Se você acha o anúncio de um evento interessante e quer saber mais sobre ele. O que você faz?</b></p> <p>a) Faço um comentário pedindo mais informações ao anunciante. b) Vejo se alguém que eu conheço comentou o anúncio e pergunto para essa pessoa. c) Procuro me informar de um outro modo:_____. d) Deixo quieto e não faço nada. e) Eu não iria em um evento anunciado no Vila.</p> <p><b>QSo4) Você está no Vila e vê um anúncio que julga impróprio. Você:</b></p> <p>a) Sai do Vila correndo e não entra mais.</p>

	<p>b) Comenta o anúncio dizendo que ele é impróprio.</p> <p>c) Tenta apagar o anúncio.</p> <p>d) Entra em contato com o anunciante e pede para ele retirar o anúncio.</p> <p>e) Entra em contato com os pesquisadores.</p> <p><b>QSo5) Se você cadastrou uma senha de imagens para entrar no Vila, Você:</b></p> <p>a) Sente-se incomodado quando outros olham na tela as figuras que você usa como senha.</p> <p>b) Não se sente incomodado quando outros olham na tela as figuras que você usa como senha.</p> <p>c) Não se importa que outros vejam sua senha no Vila.</p> <p>d) Gostaria de mudar para senha de palavra.</p> <p>e) Confia que ninguém usará sua senha no Vila.</p> <p><b>QSo6) Usar o Vila na Rede:</b></p> <p>a) Não mudou nada na minha vida.</p> <p>b) Trouxe benefícios, como _____.</p> <p>c) Trouxe problemas, como _____.</p> <p>d) Ainda espero benefícios, como _____.</p> <p>e) Ainda não uso o Vila na Rede.</p>
<b>Pragmático (P)</b>	<p><b>QP1) Para que você mais usa o Vila na Rede?</b></p> <p>a) Para acompanhar as atividades (eventos) da comunidade.</p> <p>b) Para procurar por serviços ou produtos.</p> <p>c) Para divulgar idéias.</p> <p>d) Com a intenção de conhecer o que o projeto tem a oferecer.</p> <p>e) Para conhecer outras pessoas.</p> <p><b>QP2) Por que você usa os recursos multimídia (foto, vídeo, som) do sistema?</b></p> <p>a) Para ilustrar melhor meu produto (serviço, evento, idéia).</p> <p>b) Para que ele ganhe destaque, aparecendo no topo da página inicial.</p> <p>c) Com a intenção de aprender a usar tais recursos.</p> <p>d) Porque assim mais pessoas conseguem acessar meu anúncio.</p> <p>e) Para ver e ser visto por outras pessoas.</p>

**QP3) Ao inserir uma foto, gravar um áudio ou um vídeo aparece um item para descrição. Você usa a descrição para:**

- a) Chamar a atenção dos visitantes.
- b) Aumentar o tamanho do anúncio.
- c) Aumentar as chances das pessoas entenderem o que foi colocado.
- d) Substituir a foto, áudio ou vídeo.
- e) Não uso porquê não sei para que serve.

**QP4) Quando usa o Vila na Rede no laboratório (ou outro lugar público), após terminar você:**

- a) Aperta o botão "Sair" do Vila antes de ir embora.
- b) Desliga o computador.
- c) Fecha a janela do Vila.
- d) Desliga o monitor.
- e) Não mexe em nada.

**QP5) Se você vê um anúncio de um evento que já passou ou algum produto que já foi vendido, você:**

- a) Envia um comentário pedindo para o anunciante apagar o anúncio velho.
- b) Envia uma mensagem pelo contato pedindo para apagar o anúncio.
- c) Não faz nada, pois acha que não tem problema.
- d) Não faz nada pois o anuncio não é seu.
- e) Não faz nada, pois espera que o sistema coloque o anúncio na reserva.

**QP6) Se você comenta um anúncio e no lugar do seu nome fica escrito "Anônimo", você:**

- a) Entra no sistema e manda outro comentário dizendo que o comentário anterior é seu.
- b) Espera para ver se alguém pergunta quem é o autor do comentário.
- c) Deixa como está, pois não vê problema algum.
- d) Deixa como está, pois não sabe como mudar.
- e) Não sabia que podia mandar comentário sem entrar no sistema.

<b>Semântico (Se)</b>	<p><b>QSe1) O que significa a lista de nomes abaixo de "Quem está online"?</b></p> <ul style="list-style-type: none"> <li>a) Membros da Vila que se cadastraram.</li> <li>b) Membros da Vila que participam do Projeto.</li> <li>c) Membros da Vila que estão no Vila naquele momento.</li> <li>d) Membros da comunidade que estão visitando o Vila.</li> <li>e) Membros da comunidade que gostariam de participar do Vila.</li> </ul> <p><b>QSe2) O botão escrito " contato" no lado direito da tela pode ser usado para:</b></p> <ul style="list-style-type: none"> <li>a) Entrar em contato com o dono do anúncio.</li> <li>b) Entrar em contato com a equipe de pesquisadores.</li> <li>c) Entrar em contato com outros membros do Vila.</li> <li>d) Entrar em contato com qualquer pessoa da Vila União.</li> <li>e) Não sei o que significa.</li> </ul> <p><b>QSe3) O que significa o botão "colaborar" que aparece em alguns dos anúncios?</b></p> <ul style="list-style-type: none"> <li>a) O mesmo que "comentar".</li> <li>b) Acho que serve para alguém ajudar com o anuncio.</li> <li>c) Acho que serve para colocar som ou imagem no anuncio.</li> <li>d) Não sei o que significa.</li> <li>e) Não tenho curiosidade em saber para que serve esse botão.</li> </ul> <p><b>QSe4) O que significam as três letras A no canto superior direito do Vila?</b></p> <ul style="list-style-type: none"> <li>a) São enfeites, já vi em outros sites (sites).</li> <li>b) Está errado, poderia aparecer apenas um A.</li> <li>c) São botões que servem para mudar a cor da letra.</li> <li>d) São botões que servem para mudar o tamanho da letra.</li> <li>e) Não sei o que significam.</li> </ul>
<b>Sintático (Si)</b>	<p><b>Qsi1) Para se cadastrar no Vila, você:</b></p> <ul style="list-style-type: none"> <li>a) Não teve problemas em seguir os passos do cadastramento.</li> <li>b) Teve dificuldades no cadastramento, mas conseguiu.</li> <li>c) Não conseguiu se cadastrar sem ajuda.</li> <li>d) Cadastrou-se mas esqueceu a senha.</li> </ul>

	<p>e) Ajudou alguém a cadastrar-se no Vila.</p> <p><b>QSi2) Para ver um anúncio, geralmente você:</b></p> <ol style="list-style-type: none"> <li>Clica nas figuras que aparecem na parte superior da primeira tela.</li> <li>Seleciona uma categoria da primeira tela e depois vai olhando os anúncios um a um.</li> <li>Após selecionar a categoria, vai direto na página em que o anúncio está</li> <li>Usa a ferramenta de busca.</li> <li>Vai direto ao anúncio pelo número.</li> </ol> <p><b>QSi3) Quando um anúncio aparece na tela, você:</b></p> <ol style="list-style-type: none"> <li>Lê o título primeiro e depois vai lendo e vendo tudo na sequência.</li> <li>Verifica se o anúncio tem comentários.</li> <li>Vê primeiro as figuras, os vídeos ou escuta o áudio.</li> <li>Olha primeiro quem é o anunciante.</li> <li>Olha primeiro a data em que o anúncio foi criado.</li> </ol> <p><b>QSi4) O que mais gosto em um anúncio:</b></p> <ol style="list-style-type: none"> <li>Seu conteúdo na forma de texto.</li> <li>Suas Fotos.</li> <li>Seu Áudio ou vídeo.</li> <li>Os comentários que outras pessoas fazem.</li> <li>Nada em particular.</li> </ol>
<b>Empírico (E)</b>	<p><b>QE1) Ao utilizar o Vila na Rede <u>em casa</u> o computador parece:</b></p> <ol style="list-style-type: none"> <li>Normal.</li> <li>Lento. Meu acesso a Internet em casa é discado.</li> <li>Rápido. Meu acesso a Internet em casa é discado.</li> <li>Lento. Possuo conexão de banda larga (Speed / NET).</li> <li>Rápido. Possuo conexão de banda larga (Speed / NET).</li> </ol> <p><b>QE2) Sempre que tento ver um vídeo no Vila:</b></p>

	<p>a) Demora muito para carregar e deixo para ver outro dia.</p> <p>b) Fico com vontade de criar um vídeo também.</p> <p>c) Fico chateado e saio do Vila.</p> <p>d) Fico interessado em ver outros vídeos.</p> <p>e) Nunca vejo vídeos no Vila.</p> <p><b>QE3) Sempre que tento ouvir um anuncio ou comentário no Vila:</b></p> <p>a) Demora muito para carregar e deixo para ouvir outro dia.</p> <p>b) Fico com vontade de gravar um anuncio também.</p> <p>c) Fico chateado e saio do Vila.</p> <p>d) Fico interessado em ouvir outros anúncios ou comentários.</p> <p>e) Nunca ouço anúncios ou comentários no Vila.</p> <p><b>QE4) Sempre que tento ver a imagem de um anuncio ou comentário no Vila:</b></p> <p>a) Demora muito para carregar a imagem e deixo para ver outro dia.</p> <p>b) Fico com vontade de criar imagens também.</p> <p>c) Fico chateado e saio do Vila.</p> <p>d) Fico interessado em ver outros anúncios com imagens.</p> <p>e) Nunca escolho anuncios com imagens no Vila.</p>
Mundo Físico (F)	<p><b>QF1) Você utiliza o microfone e a câmera (Webcam) no Vila na Rede?</b></p> <p>a) Sim, para _____</p> <p>b) Não, porque _____</p> <p>c) Nunca usei o Vila com microfone/Webcam.</p> <p>d) Ainda não usei mas gostaria de aprender a usar.</p> <p>e) Prefiro não usar.</p> <p><b>QF2) Você já ficou sem ver ou sem entender um anúncio por falta de recursos (ex. fone de ouvido, caixa de som, tocador de vídeo)?</b></p> <p>a) Sim. muitas vezes em casa.</p> <p>b) Sim, algumas vezes em casa.</p>

	<p>c) Sim, muitas vezes no Telecentro.</p> <p>d) Sim, algumas vezes no Telecentro</p> <p>e) Nunca fiquei sem entender um anuncio por falta de recursos.</p> <p><b>QF3) Você já deixou de anunciar por falta de recursos (ex. microfone, webcam, máquina fotográfica)?</b></p> <p>a) Sim, muitas vezes em casa.</p> <p>b) Sim, algumas vezes em casa.</p> <p>c) Sim, muitas vezes no Telecentro.</p> <p>d) Sim, algumas vezes no Telecentro.</p> <p>e) Nunca deixei de criar um anuncio por falta de recursos.</p>
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