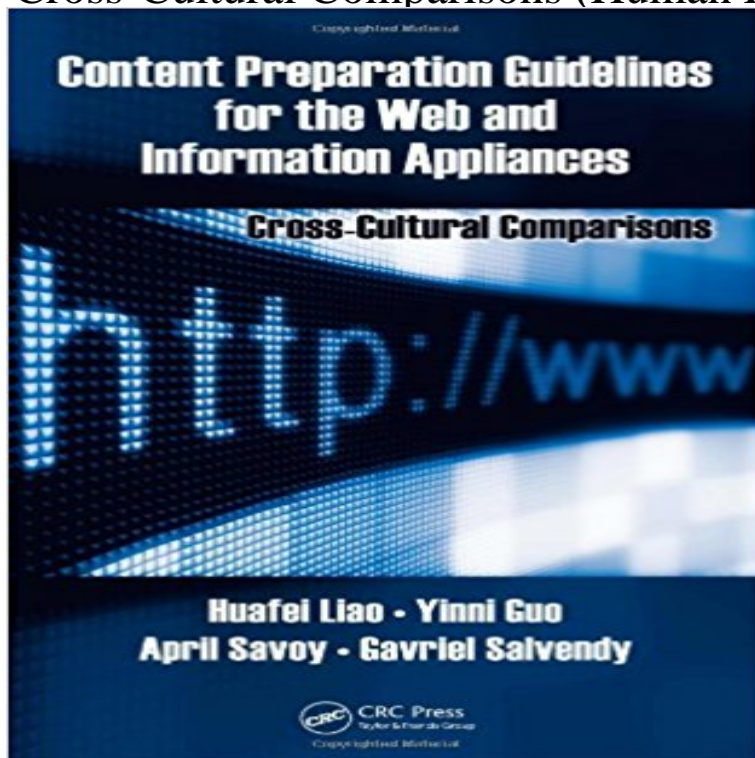


Content Preparation Guidelines for the Web and Information Appliances: Cross-Cultural Comparisons (Human Factors and Ergonomics)



Content preparation is an integral part of the usability equation: it answers the question of what information is needed for effective decision making. Once content preparation has been established, the question how to present what can be answered. Content Preparation Guidelines for the Web and Information Appliances: Cross-Cultural Comparisons provides a theoretical foundation and operational tools to effectively prepare content so that users are able to make correct decisions regarding the purchase of goods and services. Traditionally, human aspects of computing have been assessed by usability evaluation methods, which determine how well the system is designed for joyful, satisfying, and productive use. But, effectively designing the how without providing a solid foundation for designing the what can not result in effective web and information appliance-based operations. This book presents a review and reappraisal of the science base of content preparation and descriptions of four major studies on content preparation involving more than 1,200 participants. Based on these studies, it establishes a factor structure of content preparation and relative importance of each factor in effective decision making and concludes with guidelines for the design of content for a variety of populations. Unlike previous publications in usability that have predominantly concentrated on how to present information, this book focuses on what information should be presented and the information appliances for different cultures. With a cross-cultural comparison and a review of fundamental theories, the book not only answers the question of what information needs to be presented for effective decision making, but also addresses the impact of culture on content usability.

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