

TC 841 Final Paper

- Design research for a multimedia Chinese culture website

Yun Liu

Introduction:

At present, a lot of college students are interested in Chinese culture. Take Michigan State University (MSU) for instance. In MSU, the language department provides Chinese language courses. Right now, about 150 students are enrolled in the class. Also there are some students take the study abroad programs and take a tour to China to get further understand for its culture.

Different from the traditional curiosity about China, most college students are more interested in modern China rather than pure Chinese history or culture. A lot of them are excited about the opportunities brought by the development of Sino – America relations.

Right now, there are many sites providing information about China. However, most of them prefer to give a big amount of statistic data, which is both boring and helpless for providing an entire concept of the modern society of China.

The aim of the research is to find out the appropriate method and content to create a good website. The target audience of the website is college students who are interested in China. And the aim of the website is to provide useful information for college students, help them to build a new conception of modern China.

Part1: Competitive Analysis

• INTRODUCTION :

The aim of doing the competitive analysis here can be divided into two parts. The researcher tries to analysis those Chinese culture websites to find out how are most Chinese-culture-website organized. Usually what aspect of Chinese culture do they introduce, how can they help American people understand another culture, and how can they be attractive and helpful.

Also the competitive analysis of the flash base websites tries to understand the way they use multimedia in the site. With the help of flash, it is much easier to embed different type of media into the website. The researcher tries to figure out what type of media is appropriate for what aspect of information.

Qualitative analysis is used here to find out the specific details of these websites.

• SAMPLING :

Since the sample amount is quite limited, and also there are no existent lists of such websites, the researcher used purposive sample so that she can get as much useful information as possible

During the sample process, the researcher tried to search those websites related to *Chinese*, *Chinese Culture* and *Flash website* and then check the exact content of those website to get the appropriate one for competitive analysis.

The prospective product is a flash based website introducing Chinese culture. While, through the search, the researcher found that there are few such website. Thus there are few direct competitors of such website. Then the researcher tried to classify the competitive websites into two categories: those normal websites introducing Chinese culture, and those websites using flash to introduce culture.

The researcher searched for the website introducing Chinese culture, and then chosen the top 3 well developed sites through the results of searching.

In the researcher's flash class, the teacher recommends a list of 10 well developed flash based websites. Through them, the researcher chose 3 website that introduce different kind of culture or knowledge as the sample of analysis.

Below is the list of these sites and there addresses:

Chinese culture websites:

1. Chinese Culture Center of San Francisco: <http://www.c-c-c.org/>
2. Chinese traditions and customs: <http://www.chinetra.com>
3. China Window: <http://www.china-window.com/>

Flash based websites:

1. Yinyu Tang: <http://www.pem.org/yinyutang/>
2. Becoming Human: <http://www.becominghuman.org>
3. Theban Mapping Project: <http://www.kv5.com>

• **CATEGORIES:**

The main aspects that the researcher wanted to know from those competitors are: how to use flash effectively to convey culture information, and how to choose useful information of culture, so the categories are as follows:

For the Chinese culture website:

- 1 . Theme: what is the theme of the website?
- 2 . Aspects: what aspects of Chinese culture do they introduce?
- 3 . Categories: how many categories do they have?
- 4 . Special: anything special for the website.

For the flash based website:

1. Theme: what is the theme of the website?
2. Flash and multimedia using: in which part of the website do they use flash and multimedia?
3. Aspects: what aspects of the culture do they introduce?
4. Categories: how many categories do they have?
5. Usability: will the use of flash make the website difficult to use?
6. Special: anything special for the website.

• ANALYSIS :

Chinese culture websites:

1. Chinese Culture Center of San Francisco: <http://www.c-c-c.org/>

Theme	The Chinese Culture Center of San Francisco is a major community-based, non-profit organization established in 1965 to foster the understanding and appreciation of Chinese and Chinese American art, history, and culture in the United States.
Aspects	Since it is a website for the Chinese Culture Center, it paid more attention to the program and activity of the center. Also, it provides information for the ethnic minorities in China, the Chinese holidays and festivals, and Chinese zodiac.
Categories	Home, About, Exhibitions, Programs, Culture, Resources, Support, and Calendar.
Special	

2. Chinese traditions and customs: <http://www.chinetra.com>

Theme	Chinetra.com is a website dedicated to Chinese traditions and customs. It tries to offer people insight and understanding of year round Chinese cultural practices and Chinese traditions and customs.
Aspects	It provides some information about Chinese festivals, and traditions. But most parts of the website are selling their products.
Categories	Home, Holidays/Festivals, Traditions/Customs, Shopping, Contact Us.
Special	The website does not provide a lot of useful information.

3. China Window: <http://www.china-window.com/>

Theme	China window is a more official website. It tries to introduce every aspect of China.
Aspects	It provides brief information for almost every aspect of China.
Categories	Home, China Briefing, China Travel, China Market, China Business, China Economy, China Culture, China Directory.
Special	This website provides information about almost every aspect of China. However, it is too official to attract young people.

Flash based website:

1. Yinyu Tang: <http://www.pem.org/yinyutang/>

Theme	Yin Yu Tang was a typical ancient house of Anhui Province, China. The website tried to introduce some Chinese traditional culture through the introduction of the house.
Flash and multimedia using	The whole website is built through flash. Using slide show to exhibit the scenes of the house, its surrounding area, the ornamentation and belongings of the house. Using audio narration to introduce the house. Using video to show some daily life of people who live here. Using interactive flash animation to show the construction of the house and the family tree of Huang family. Using 3D model to show the construction of the house.
Aspects	The constructions and history changes of Yin Yu Tang. The surrounding environment of the Huang village. The daily life of people who used to live there. Using several letters of the family member to show the change of the society.
Categories	Orientation, Construction, Ornamentation, Belongings, Preservation.
Usability	The navigation is quite simple; it just divides the site into five categories. In each category, there are linear pages to show the information. You can jump to different pages, and also jump back to the main page. However, it is impossible to jump between different categories.
Special	The partly using of linear navigation is quite impressive in the website. It seems that the producer tries to provide a narration of the story of the house.

2. Becoming Human : <http://www.becominghuman.org>

Theme	<i>Becoming Human</i> is an interactive documentary experience that tells the story of human origins. It's a journey through four million years of human evolution.
Flash and multimedia using	Using image, animation and audio to express the <i>Becoming Human</i> documentary. Using Flash to create interactive activity for learning related knowledge.
Aspects	The latest news about human revolution. The <i>Becoming Human</i> documentary. Related educational activities and resources.

Categories	Contents, Becoming Human, News & Features, Learning Center, Resources, Site Credits.
Usability	The main part using flash is the Becoming Human category. Generally, the primary navigation is easy to learn. Just the site provides too much linkable information. They might try to provide more resources. However, the endless link may make user exhausted. Since there is a big part of audio narration for the <i>Becoming Human</i> documentary, it might be better to provide a subtitle.
Special	The using of images for the Becoming Human part is great. The images were well edited, that it can provide enough information as a video provides. Thus it eases the burden of band width for such a flash site.

3. Theban Mapping Project—Atlas of the Valley of the Kings:

<http://www.kv5.com>

Theme	It is a database of information about each tomb in the Valley of the Kings.
Flash and multimedia using	Using animation as loading to show the location of the valley. Using interactive maps to show the models of the tomb. Using images and audio narration to provide the introduction of each tomb.
Aspects	Whole modeling map of the Valley of the Kings. Photos and audio narrations to provide the detailed description of the tomb. Text for description of each tomb.
Categories	Overview, Description, Maps and Plans.
Usability	The interactive map is quite easy to use. You can easily check the details of any of the tombs. Putting images and audio at first is quite attractive. Text can further provide more information.
Special	The most attractive part is the interactive map, which is quite attractive.

• CONCLUSION :

For the three Chinese culture website, all of them pay much attention to Chinese culture and history. They try to use text and images to show such information. The *China Window* provides some of the information about the society and present situation of China, but the text and photos they used still can not give people a vivid impression. Also too many text and statistic numbers is boring for people who are not familiar with China.

From the three flash based website, the researcher found that such website is quite suitable for showing culture information. Using flash doesn't mean use animation anywhere. Because of the limitation of the connection speed, different methods other than animation and video are used in those sites to provide different kind of information.

Animated images with narration is a good way to give audience deep impression. Both *Yinyu Tang* and *Becoming Human* use such way. A well chose image with excellent narration can provide a lot of information. It also helps to decrease the file size.

All of the three flash websites try to use some interactive content, thus it is quite important to create an easy using navigation. Otherwise, user will be lost in all kinds of information. *Yingyu Tang* tried to use the one dimension navigation, with linear navigation in each category. Usually such linear navigation will be considered to force user go through the whole thing. But in *Yingyu Tang*, the linear link provides an entire narration of the house to user. It is just like tell a story; the linear navigation helps to protect it from being broken.

For the *Becoming Human* website, the primary navigation is easy to learn. Just the site provides too much linkable information. They might try to provide more resources. However, the endless link may make user exhausted. It might be a better way to create a catalogue as *Resources*, to provide more related resource. Try to link every possible word to another site might make user lose patience, especially for those who just try to get some general ideas.

Part 2: Observation and Interview

• METHODS:

The purpose of the observation and interview aims at gathering insights for designing the multimedia product, the website providing China related information for college students. The interviews and observation were conducted on campus after subjects' classes. Informed Consent forms were provided before the research started.

Sample Method:

Since the target audience of the product is college students who are interested in Chinese culture. A random sampling is not a good method. The researcher herself is a Chinese student. If the interview is done by randomly asking students in the campus, some of the students might unconsciously provide positive information. Like even they are not interested in Chinese, they might say they are.

Thus the purposive sample method is used. The researcher tried to get a list of students who are taking Chinese language class now. It is reasonable to make the assumption that these students are interested in at least some part of Chinese culture.

Then the researcher tried to contact with them. From the 7 students list, 4 of them replied the researcher's email and showed that they are will for helping the researcher to do the observation and interview.

The interview and observation were conducted on campus, before starting the research, the consent form was provided.

Key tasks for the interview:

- 1) To understand the reason of students interested in Chinese language.
- 2) To find out what aspect of China are they interested in?
- 3) To know what information they can get online, and what information they want to get but have no resource from present website.

• KEY FINDINGS:

- 1) **Reason for the students interested in Chinese language:**

For the four students participate in the interview, 3 of them learned Chinese for getting a better chance of career in the future. Only Ross is purely interested in Chinese culture.

The result is totally different from the original perspective of the researcher. Generally, it is thought that students might be interested in Chinese culture, art, or history. The result of the interview shows that most students are more interested in the present situation of China. They are looking for the opportunity created by the new Sino-American relationship.

2) To find out what aspect of China are they interested in?

For the 4 students, only 2 of them have been to China. Their experience showed that being to China helped them a lot of knowing the country and its culture.

Chandler and Ross admitted that what they thought about China is totally different from the real situation they saw there.

For Joey and Monica, their imagines about China are quite unclear. On one hand, they saw those well developed cities, like Beijing and Shanghai; on the other hand, they also have such impression that China is a 3rd world country, with a lot of undeveloped areas. It is hard for them to get an integrated impression of China. Although they learned Chinese, they got a lot of information from the newspaper and TV; they are still not clear about the real society of China.

All the participants expressed that they want to know modern China. Ross showed that he is quite curious about the daily life of Chinese young people. He wanted to know the present culture about China, like pop music, movies, fashion, etc.

3) To know what information they can get online, and what information they want to get but have no resource from present website.

For all the four students, they thought there are a lot of information about China online, But the researcher also found that it is hard for them to tell the name of any such websites. Also, they never try to explore such website. They just search the information they need, most times for their class. There are a lot of information about Chinese language, culture, history, etc. Such information is enough for them to finish their course assignment, but is neither attractive nor helpful for them to know the present situation of China.

• **PERSONA:**



Tom is a male college student major in business. He is 20 years old and is now a junior student. He is interested in international trade, and dream to work for such companies when graduated.

Tom has been to China once with his parents as a business travel. He then became interested in the country. He got to know some friends during the travel, and they still get in touch with each other through email. Right now, Tom takes a Chinese language class. But he found the class not that helpful for him to knowing more information of China. He is more interested in the modern situation of China rather than those histories and cultures. He thinks that knowing Chinese will help him to get a job related to Sino-American trade.

Tom liked to chat with friends and read news on line. He often searches the information about latest movie, video game online. When needed, he will search some information for the Chinese language class. But he generally uses Google, and do not have preference website.

Part 3 : Contextual Analysis

• METHOD:

Flash based interactive websites are usually interesting. Using multimedia information in flash based website can easily be attractive. However, interesting and attractive do not always mean informative and helpful. Without carefully research and arrangement, such website might be a showcase of the creator's flash skill. Users will be lost in the stunning animation effects, and forget about the real content of the website.

[Yinyu Tang](#) is a flash based website. It tries to introduce the old traditional Chinese house and the story and culture behind it. Different from traditional culture introducing site, *Yinyu Tang* tries to use different media type to show the culture. It uses images, audio, video, 2D and 3D animation to show different aspect of the culture.

Yinyu Tang is a good example for a flash website with good usability. All the flash effect and multimedia resources in the website just help to show the content more effectively.

The aim of the contextual analysis of this site is to find out the appropriate way to show people another culture. Try to understand how to use different media material effectively.

• OBSERVATION RESULTS



Figure 1: Front page of *Yinyu Tang*

All the participants like the color scheme and layout of the front page. They said that the combination of black, dark orange is quite beautiful and attractive. Also, it provides them a Chinese style feeling immediately. All the pattern, Chinese calligraphy, and signet help to strength such feeling.

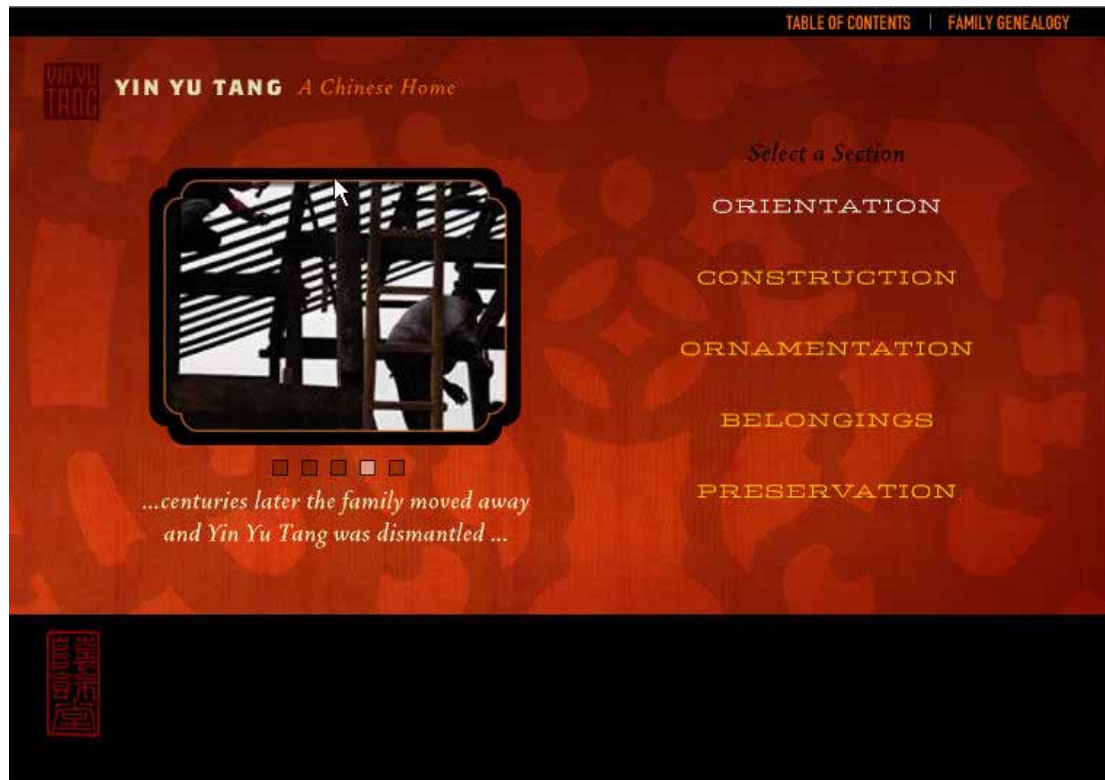


Figure 2: Main page of *Yinyu Tang*

When entering the content page, all the four participants stayed to watch the slide show for a while. Two of them watched it quite carefully, while two others just finished it quite quickly.

The slide show provide a briefly introduction of the history of Yinyu Tang. It mentions that Yinyu Tang used to be the house for the big Huang family in Anhui province in China. And it is now entirely moved into a museum and opened to public.

Although all the four participants declared that they tried to explore the website quite carefully, only one of them noticed that the house now works as part of the museum. The other three participants all thought it still a family house.

So it seems that the slide show is a little longer for providing a simple introduction. Also, all the categories on the right attract people to click on them immediately.

look through all the information. However, after the observation, he still complained that the information in each page is overwhelming. It makes him anxious about missing something.

Part 4: Product concept – Youth China

1. CONTENT:

Today, more and more American students begin to learn Chinese language. They think it will be quite helpful for their future career life. After knowing more knowledge about the language, they became interested in the country and its culture. However, only through the language class and all the statistic data online cannot help them to get a full conception of China.

The Youth China website tries to provide a window about the present China society. Since the target audience is college students, Youth China will provide information related to Chinese college students.

The website will begin from the daily life of a common Chinese college student, try to tell a little story about him/her, and the daily life will be linked to different life aspects of Chinese young people today.

The information of the website will be divided into 4 categories, study, entertainment, social life and future. All these aspects will be organized linearly by a typical day of the student.

For most of the content, the site will try to use slides show with audio narration to show the information. The script of the narration will be provided. Also, there will be some short video clips to show some specific content.

For the study category, it will talk about the present education situation in China. Photos will be shown for a typical study day of the student, like go to the class, discuss with classmates, and do the homework.

In the entertainment category, there will be some more secondary categories. Like book, pop music, movie, game and fashion. Some example of these things will be offered, like some tryout version and preview of the music and movie.

For social life, the site will provide some photos about students' social life. Like hang out with friends.

For the future category, the situation of students who are going to graduate will be showed. It will talk about most of the possible thing students will do after they graduated, and some possible job position of them.

The aim of the website is to draw one picture of the present Chinese society for the user. It tries to provide the first step of knowing China for those students. It chooses the young people in the college, which will be attractive for

American college students. However, it is far from providing enough information of the country, so a fifth category – Related resources – will be provided. So that it will help students to know more things after exploring this website.

2 . LAYOUT



Part 5: Appendix

Appendix I: Interview Report

Interview of 4 students who took Chinese language class:

Questions:

1. Why do you learn Chinese?
2. How did you become interested in Chinese culture?
3. What do you imagine China is like? Where do you get information about China?
4. Are there any website you use for getting information about China?
5. What aspects of China are you most interested in? Like culture? History?

Answers:

Chandler:

1. Why do you learn Chinese?
I took Chinese to better prepare myself for the business world in the future. Unfortunately, my Chinese classes weren't very helpful. I spent 1 year in China, there is no substitute to being in the actual environment.
2. How did you become interested in Chinese culture?
I became interesting in Chinese culture after spending 6 months in Shanghai. I didn't understand the culture before, however, after seeing and experiencing it I grew to love it.
3. What do you imagine China is like? Where do you get information about China?
I have been to China, but before I went. I imagined it to be a 3rd world country. I guess that was my American ignorance to the world. Seeing the country was a great experience, totally changed my perspective. I got information about China, from Chinese friends, online, university study abroad center. Also when traveling, Rough Guide, Lonely Planet and Frommers (travel guides)
4. Are there any website you use for getting information about China?
There were a few, but I don't remember them off hand.
5. What aspects of China are you most interested in? Like culture? History?
I am most interested in the changing institution of China. A business major, I have studied China and Chinese language to get a better understanding of where the global economy is heading in the future. Sino-American interactions and trade will play a large part in this future.

Joey:

1. Why do you learn Chinese?
I think Chinese is going to be one of the most important languages for the 21st century, learning Chinese will be helpful for me to get a job.

2. How did you become interested in Chinese culture?
At the very beginning, I was interested in the Chinese Kung Fu movie, like the movie of Jacky Chen. Then I tried to get some information related to China from newspaper and TV.
3. What do you imagine China is like? Where do you get information about China?
I think it is a 3rd world country, with a long history. But I also saw some TV shows about big cities in China, like Beijing and Shanghai. They are quite well developed.
For most of the information about China, I got them from newspaper and TV, Chinese movie.
4. Are there any website you use for getting information about China?
There are a lot of websites providing information like Chinese traditional culture, China history, and so on. Well, I cannot remember their names. Usually, I just search what I need to know.
5. What aspects of China are you most interested in? Like culture? History?
I am interested in the modern society of China. I can get a lot of information like Chinese culture, but I am still not quite clear about what China is really like now.

Ross:

1. Why do you learn Chinese?
I have been to China once, and became interested in Chinese.
2. How did you become interested in Chinese culture?
I have been to China for a Study Abroad program, and then I am interested in the country.
3. What do you imagine China is like? Where do you get information about China?
Before I went to China, I thought it is an undeveloped country. People are controlled and feel oppressed. It is quite different from here.
When I went to there, I changed my mind a lot. People have freedom there. Also, I am surprised that young people there have a lot of similarity with us. I like Chinese pop music. Also we have watched many same movies, both Chinese and American.
4. Are there any website you use for getting information about China?
Yes. But I cannot remember their name.
5. What aspects of China are you most interested in? Like culture? History?

Maybe modern China, what is the daily life of young people there. Like their pop music, their movie, etc.

Monica:

1. Why do you learn Chinese?
I think Chinese can help me to get a better job. Also I am interested in China.
2. How did you become interested in Chinese culture?
When I was in high school, I took a world history class. And I found Chinese history interesting.
Also I have met Chinese student, and became friends with them.
3. What do you imagine China is like? Where do you get information about China?
I think it is quite modern now. I have saw pictures and TV shows about Shanghai, it is a well developed city.
I usually get information from talking with Chinese friends, and reading newspaper.
Also from the Chinese language class I took.
4. Are there any website you use for getting information about China?
Yes. Usually I just searched what I need to know.
5. What aspects of China are you most interested in? Like culture? History?
The change between old China and modern China.

Appendix II: Contextual Observation Report

Chandler:

Observation:

Go to the website.

Explore the Logo for a while.

Try to roll over all the buttons and links in the front page.

Look through the images for the introduction screen.

Enter the *Orientation* category, keep going the pages. (Read the narration quite quickly.)

Look through all the images quite carefully. Be More interested in the picture of the family and house.

Listen to the audio, and look through the narration.

Look at the 3D model and the house fly through animation.

Keep going; look through all the images and narrations quite carefully.

Jump to *Construction* category before finish all the *Orientation*.

Keep going through the *Construction* category quite quickly.

Jump to the main page.

Explore the family tree, find it quite interesting.

Post-observation Questions:

1. Can you give a definition of *Yinyu Tang*?

It is a house for a family. While now it is kinda like a museum.

2. What do you think is good / bad for the site?

All the graphics, the color and animation are really nice. It is a good site. While sometimes the information is a little overwhelming.

3. What do you think about the navigation ? Is it easy to use?

Yes. But sometimes the scroll bar is not quite easy to use.

4. This site use audio, video, 3D, animation, graphics, etc. to show the information, which do you like most?

I like the actual photos of people and the home. It brings you to the place.

5. Would you go back to look at the site again later?

Yes.

Ross:

Observation:

Go to the website.

Look for the front page.

A little impatient for the loading screen, this is an animation of Chinese calligraphy. (Did not realize that it is a loading screen)

Go to the *Orientation* page, and keep going on the pages. (more interested in

graphics.)

Begin to notice the audio and narration of the page, interested in audio.

Keep going, listen to audio of each page carefully.

Never try to jump any page, kept going.

After finish the *Orientation*, go to the *Construction* page.

Go through the pages quite quickly.

Post observation interview:

1. Can you give a definition of *Yinyu Tang*?
It is an old house. Well, I am not quite clear about it.
2. What do you think is good / bad for the site?
I think it provide a good introduction to Chinese culture and traditional life. There is nothing bad.
3. What do you think about the navigation ? Is it easy to use?
Yes, it is quite convenient.
4. This site use audio, video, 3D, animation, graphics, etc. to show the information, which do you like most?
Audio, video, and 3D.
5. Would you go back to look at the site again later?
Yes.

Joey:

Observation :

Go to the website.

Look for the front page.

Enter the main page. Look at the slides for a while.

Go to the *Orientation* page, and kept going on the pages. Look at all the photos carefully.

Notice the audio button; try to listen to the audio. Click different photos while listening.

Kept going sequentially, look through all the photos.

After finished the *Orientation*, go to the *Construction* page.

Go through all the pages faster than before.

Try to explore other part of the site, find the family tree interesting.

Post observation interview:

1. Can you give a definition of *Yinyu Tang*?
It is an old house for a family.
2. What do you think is good / bad for the site?
It provides a good introduction of the house and Chinese culture.
3. What do you think about the navigation ? Is it easy to use?
Yes, it is easy to use.
4. This site use audio, video, 3D, animation, graphics, etc. to show the information, which do you like most?
Audio, and photos.

5. Would you go back to look at the site again later?

Yes.

Monica:

Observation:

Go to the website. Look at the front page carefully. Like the red color. Also feel that the images are nice.

Look at the picture of the main page carefully.

Enter the *Orientation* page, look at the text quite quickly.

Like the images. Scroll mouse over the background map, try to find any links.

Like the 3D animation of the house.

Jump out to the family tree. Like the special effect of the photos.

Exit family tree. Enter *Belonging* category.

Go through *Construction* and *Preservation* quite quickly.

Post-observation Interview:

1. Can you give a definition of *Yinyu Tang*?

It is a traditional family house.

2. What do you think is good / bad for the site?

It is quite beautiful and informative. Also they try to use more photos than text.

3. What do you think about the navigation ? Is it easy to use?

Yes, it is easy to use. But some button in the corner are too small.

4. This site use audio, video, 3D, animation, graphics, etc. to show the information, which do you like most?

The 3D animation is really cool.

5. Would you go back to look at the site again later?

Yes, it is really beautiful.

Appendix III: Consent form

TC 841 Class Project “Multimedia Chinese Culture Website Research” persona analysis Interview

Our Michigan State University graduate research class (TC841) has been assigned as a class project to conduct interviews with college-aged individuals about a multimedia Website to introduce modern Chinese culture.

The interview will take about 20 minutes of your time. You will be benefiting a fellow student by helping us complete this project. You may find some of the questions interesting. You may find some questions annoying. You are free to decline to answer any question.

Because it is an in-person interview, I will know your identity. When I take notes and when I report findings in my project report, I will use a made up first name (and no last name). You will not be identifiable in any report of research findings. Your privacy will be protected to the maximum extent allowable by law. We are required to obtain signed voluntary consent, but to protect your privacy the consent form will NOT be turned in to the instructor.

If you have any questions about this study, please contact one of the investigators (Yun Liu, 5031 Campus Hill Dr., MI 48864, 517-803-3587, liyuyun1@msu.edu).

If you have questions or concerns regarding your rights as a study participant, or are dissatisfied at any time with any aspect of this study, you may contact, anonymously, if you wish, the professor for the class conducting the study (Professor Carrie Heeter, heeter@msu.edu, Michigan State University in San Francisco, 2467 Funston Avenue, San Francisco, CA 94116, 415-681-6473 in California or 517-353-5497 in Michigan).

You indicate your voluntary agreement to participate in the study by signing on the line below.

Signature

Date

Print Name

TC 841 Final Project “**Multimedia Chinese Culture Website Research**” Contextual Analysis Interview

Our Michigan State University graduate research class (TC841) has been assigned as a class project to conduct interviews with college-aged individuals about the paper prototype of a multimedia Website to introduce modern Chinese culture.

The observation and interview will take about 30 minutes of your time. You will be benefiting a fellow student by helping us complete this project. You may find some of the questions interesting. You may find some questions annoying. You are free to decline to answer any question.

Because it is an in-person interview, I will know your identity. When I take notes and when I report findings in my project report, I will use a made up first name (and no last name). You will not be identifiable in any report of research findings. Your privacy will be protected to the maximum extent allowable by law. We are required to obtain signed voluntary consent, but to protect your privacy the consent form will NOT be turned in to the instructor.

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You indicate your voluntary agreement to participate in the study by signing on the line below.

Signature

Date

Print Name