

Student Name

John Xa Doe

Anticipated Graduation

December 2008

Research Title & Subtitle

Cross-cultural cognition:
An investigation of designer thinking on web site design

Thesis Proposal Abstract

(Max. 200 words, one paragraph)

Cross-cultural web design and usability research takes as its theoretical underpinning cross-cultural communication, cultural anthropology, and cognitive science. The focus of research is to explore the cross-cultural design of online information and its impact on the social context of international users. Because empirical research continues to show evidence of cultural differences in cognition, the current study is intended to show how culture shapes the cognitive style of Web designers. Using subjects from diverse cultures, performance and preference measures will be collected online and off to identify designer cognitive styles and user preferences. The study will explore ways to measure culturally-mediated differences in how people think in different cultures when designing web sites, online information, or software.

Research Question(s) or Hypothesis(es)

(1-3 with sub-questions if necessary)

1. Does the cultural-context of web designers determine how they design information for the web?
 2. Do the cultural cognitive styles of Web designers, as reflected in the Web content they design, cause cross-cultural users to have higher degrees of performance?
 3. Do the cultural cognitive styles of Web designers, as reflected in the Web content they design, cause cross-cultural users to have specific preferences toward Web sites created by designers from their own culture?
-

Student Name

Signature

Date

Professor Name

Signature

Date