

2018-04-04

Designed Shock: A Card Game to Improve Cultural Awareness and Empathy

Coulentianos, Marianna

<https://hdl.handle.net/2027.42/142874>

<http://creativecommons.org/licenses/by-nc-sa/4.0/>

Downloaded from Deep Blue, University of Michigan's institutional repository



Designed Shock

75 CARDS TO HELP DESIGNERS GAIN CULTURAL AWARENESS AND HUMILITY



Before



During



After

Are you about to design in a new setting, for users other than yourself?

Pick a card and do the prompt.

Remember, culture shock can happen across the globe,
across the street, and across the room

Example Card

Bring a snack from home.

**Ask someone to recommend a local snack and
share yours with them.**

How does each snack taste to both of you?

Find the prompt on the front side of the card

Example Card

During

Find the phase of the experience here, the color of the card also indicates the phase



Designed Shock



To learn about why we designed this prompt by looking up the culture shock phase and the cultural dimension it is related to, on the associated concept card

Concepts – Culture Shock

Each card builds on one of the following stages of culture shock



Contact

Surface level differences,
minimal frustrations



Disintegration

Notice deep differences,
difficulty predicting social
interactions



Reintegration

Judgment and rejection
of other culture



Autonomy

Flexible thinking and
acceptance



Independence

Trust, balance, and no
stereotyping

Concepts – Cultural Dimensions

Each card explores one of the following dimension of culture



Social Relationships

Explores opposing concepts of equality and authority, individualism and collectivism, nurture and challenge.



Epistemological Beliefs

Stability seeking and uncertainty acceptance, logic and reason, causality, and complexity.



Temporal Perceptions

Explore different perceptions of clock time and event time, people's paths and goals, cycles.

Feedback

- Not used individually if no incentive to
- Differentiate action cards with reflection cards
- Don't differentiate Before/During/After so categorically
- Make it into an app

To do

- Focus groups with student orgs
- Consulting with community engagement leaders
- Consulting with (graphic) designers
- Iterative re-design
- Test in a real setting

Focus group - 50min - 4-9 students - 5 sessions

- Personal experience - 15min
 - How do you prepare for your design/volunteer experience? What resources do you wish you had? What could have enhanced your experience? - group discussion
 - Describe an “aha” moment you have had when travelling/when designing - individual
- Present the cards, their objective - 10min
 - Initial feedback - how and why would you use them? - group discussion
- Break into two groups
 - How would you change the design? - 10min
 - Evaluate a prompt - individual - 5min
 - Write your own prompts and name the cards - 10min

REFERENCES

Design Ethnography

I. Mohedas; "Characterizing the application of design ethnography techniques to improve novice human-centered design processes;" Deep Blue University of Michigan, 2016

Cultural Shock Model

P. Adler; "The Transitional Experience: An Alternative View of Culture Shock.," Journal of Humanistic Psychology, 1975

Cultural Dimensions

P. Parrish, J. A. Linder-VanBerschoot; "Cultural Dimensions of Learning: Addressing the Challenges of Multicultural Instruction", IRRODL, 2010

**Cultural Awareness
and Humility**

www.culturocity.com/articles/whatisculturalawareness.htm

https://en.wikipedia.org/wiki/Cultural_humility Accessed on 04/10/2017