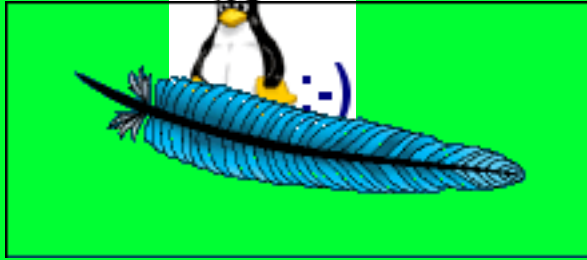


Positioned block container
Positioned block container



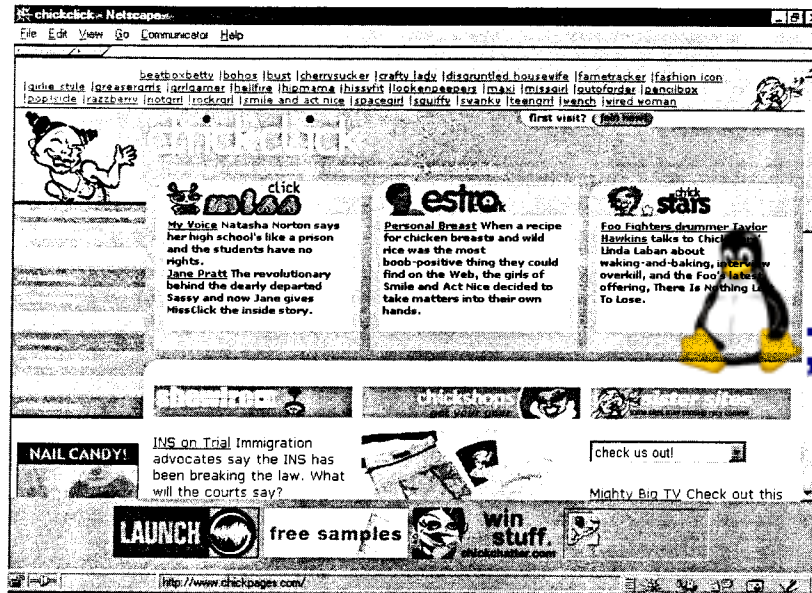


FIGURE 23.10. Medium masculinity Web site: ChickClick.com in the United States.

expect structure in organizations, institutions, and relationships to help make events clearly interpretable and predictable. Teachers are expected to be experts who know the answers and may speak in cryptic language that excludes novices. In high UA cultures, what is different may be viewed as a threat, and what is “dirty” (unconventional) is often equated with what is dangerous.

By contrast, low UA cultures tend to be less expressive and less openly anxious; people behave quietly without showing aggression or strong emotions (although their caffeine

consumption may be intended to combat depression from their inability to express their feelings). People seem easy-going, even relaxed. Teachers may not know all the answers (or there may be more than one correct answer), run more open-ended classes, and are expected to speak in plain language. In these cultures, what is different may be viewed as simply curious or perhaps ridiculous.

Based on this definition, uncertainty avoidance may influence contrary aspects of UI and Web design. High UA cultures would emphasize the following:

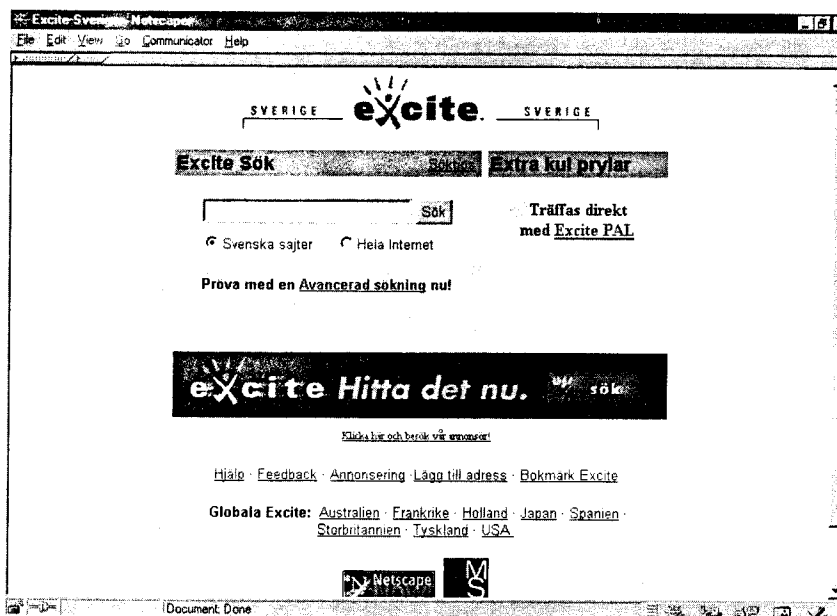


FIGURE 23.11. Low masculinity Web site: Swedish Excite.com.

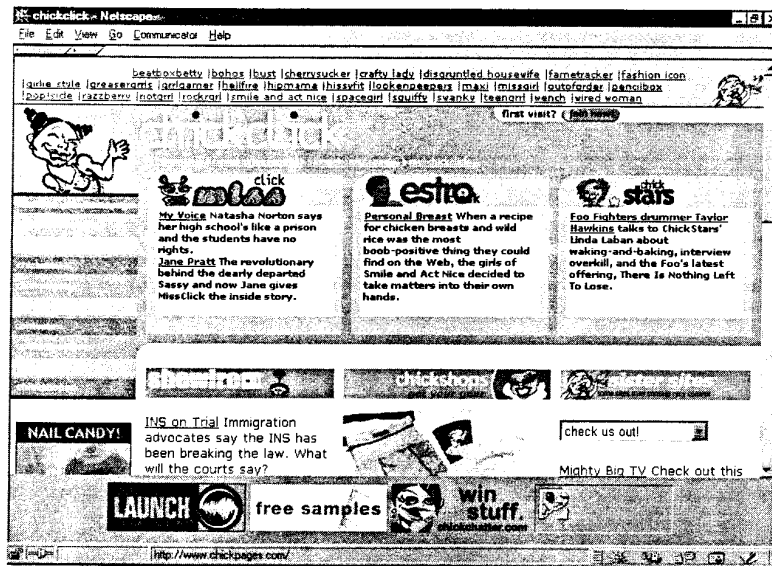


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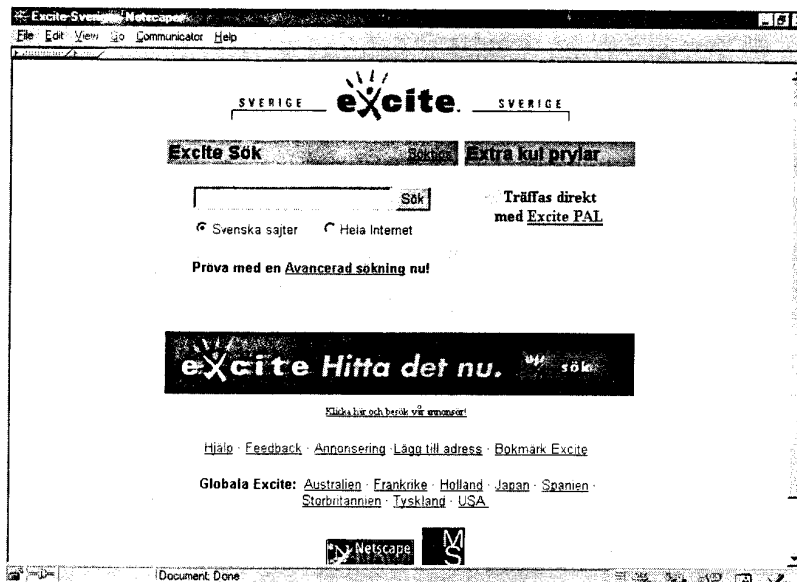


FIGURE 23.11. Low masculinity Web site: Swedish Excite.com.