

# Pragmatics in the Usability discipline - 1



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### Motivation of our research -1

*“Although more and more people use interactive electronic contents/services in Internet as everyday tools to manage their work, we are flooded by confused, untrustworthy, unusable contents/services, which don't satisfy our native requirements of an everyday tool.”*

*“Recent professional internet portals look like descendants of **game machines**, instead of the electronic descendants of e.g. **professional handbooks**.”*

Our analysis: the reason is the lack of sw technologies and methodologies in:

B) Ergonomics: Easy to perceive and manipulate. Multimedia, 3D, virtual reality.

A) Semantics: What is the able-minded, didactic, correct speech in the Internet?

C) Security: mainly the **authenticity feeling**. My documents, data, things are where I think them to be. The service does what & when I think it to do.

## Pragmatics in the Usability discipline - 3/18

### Motivation of our research (Example of the nonsense-1)

*See this brave home page of common interest, containing archives of some training presentations:*





Monday, January 19, 2009

Login

Registration

search ▶

Home	About	Partners	ICT Acquis	Events	Downloads	Member Area
Introduction into the ICTtrain project		<a href="#">Downloads / Training materials - Information Society related ICT Acquis</a>				
Legislation brochure		<b>TRAINING MATERIALS - INFORMATION SOCIETY RELATED ICT ACQUIS</b>				
Training materials - Environment, Health & Safety		<ul style="list-style-type: none"><li>• <b>Day 1 - Introduction</b></li><li>• <b>Day 2 - Data protection</b></li><li>• <b>Day 3 - eProcurement</b></li><li>• <b>Day 4 - eIdentification, ePayment, eSignature</b></li><li>• <b>Day 5 - IT-security, cyber crime</b></li><li>• <b>Day 6 - eCommerce</b></li><li>• <b>Day 7 - IPR, licensing</b></li><li>• <b>Day 8 - eContent, eLearning</b></li><li>• <b>Day 9 - eInclusion</b></li><li>• <b>Day 9 - Localization</b></li><li>• <b>Day 10 - EICTA, i2010, i2020</b></li></ul>				
Training materials - Horizontal Issues, IPR, Funding Programmes, Consumer Acquis Safety						
Training materials - Electronic Communication and Telecommunications						
Training materials - Information Society related ICT Acquis						

### Motivation of our research (Example of the nonsense-1)

**I see this home page, and I'm in doubt:**

- What is the authorization sheet at the upper tight corner for? (What if I log in, and what if not?)
- What is the structure of what I see? What is the main content table: the green one at the lower left, the horizontal bar, the lower right list, some combination of these, or something else?
- What is the creation date of the documents?
- Who is the author, or the owner of the documents?
- May I trust, they will be there tomorrow?
- Am I authorized to download to my computer?
- If I'm, how to do it? One by one, using right click?
- What is their expiration date? Or they are already expired?

**Don't make me neither riddle solving nor reading huge help!**

# Pragmatics in the Usability discipline - 5/18

## Motivation of our research (Example of the nonsense-2)

See next page, at random, from EU portals:

**eicta.eu**

Related Searches: Γνωριμίες Information Technology Education Rohs Compliance Ict Mobile Technology Impact Of

**Related Searches**

- Γνωριμίες
- Information Technology
- Education
- Rohs Compliance
- Ict
- Mobile Technology
- Impact Of Ict
- Rohs Compatible
- Rohs Material
- Rohs Pcb
- Lcd Television
- Rohs And Lead Free
- Future Technology

**Popular Categories**

<a href="#">Car Insurance</a>	<a href="#">Hotels</a>	<a href="#">TV</a>	<a href="#">Gifts</a>
<a href="#">Loans</a>	<a href="#">Digital Cameras</a>	<a href="#">Flats</a>	<a href="#">Accommodation</a>
<a href="#">Dating</a>	<a href="#">Cars</a>	<a href="#">Health Insurance</a>	<a href="#">Fitness</a>
<a href="#">Cheap Flights</a>	<a href="#">Credit Cards</a>	<a href="#">Flowers</a>	<a href="#">Accident Claims</a>
<a href="#">Travel</a>	<a href="#">Financial Planning</a>	<a href="#">E Commerce</a>	<a href="#">Lifestyle</a>
<a href="#">Airline</a>	<a href="#">Loans</a>	<a href="#">VoIP</a>	<a href="#">Fitness</a>
<a href="#">Car Rental</a>	<a href="#">Credit Cards</a>	<a href="#">Broadband</a>	<a href="#">Dating</a>
<a href="#">Hotels</a>	<a href="#">Debt Consolidation</a>	<a href="#">Domain Names</a>	<a href="#">Hobbies</a>
<a href="#">Cruises</a>	<a href="#">Stocks</a>	<a href="#">Web Hosting</a>	<a href="#">Education</a>
<a href="#">Real Estate</a>	<a href="#">Insurance</a>	<a href="#">Money</a>	<a href="#">Legal Help</a>
<a href="#">Mortgages</a>	<a href="#">Car Insurance</a>	<a href="#">Bankruptcy</a>	<a href="#">DUI Lawyers</a>
<a href="#">Refinancing</a>	<a href="#">Travel Insurance</a>	<a href="#">Online Banking</a>	<a href="#">Accident Lawyers</a>
<a href="#">Home Equity Loans</a>	<a href="#">Health Insurance</a>	<a href="#">Online Payments</a>	<a href="#">Bankruptcy Lawyers</a>
<a href="#">For Sale by Owner</a>	<a href="#">Home Insurance</a>	<a href="#">Free Credit Report</a>	<a href="#">Legal Help</a>
<a href="#">Personal Finances</a>	<a href="#">Computers</a>	<a href="#">Health Care</a>	<a href="#">Shopping</a>
<a href="#">Investments</a>	<a href="#">Laptops</a>	<a href="#">Vitamins</a>	<a href="#">Gifts</a>
<a href="#">Student Loans</a>	<a href="#">Software Training</a>	<a href="#">Contact Lenses</a>	<a href="#">Flowers</a>
<a href="#">Work from Home</a>	<a href="#">High Speed Internet</a>	<a href="#">Laser Eye Surgery</a>	<a href="#">DVD Rental</a>
<a href="#">Personal Loans</a>	<a href="#">DSL</a>	<a href="#">Cosmetic Surgery</a>	<a href="#">Apparel</a>

[Contact the owner of this domain](#)

Have I to believe it?  
Is it an audited service,  
or trash or hoax?

### Motivation of our research (Example of the nonsense-2)

I'm in doubt, as was in the previous case:

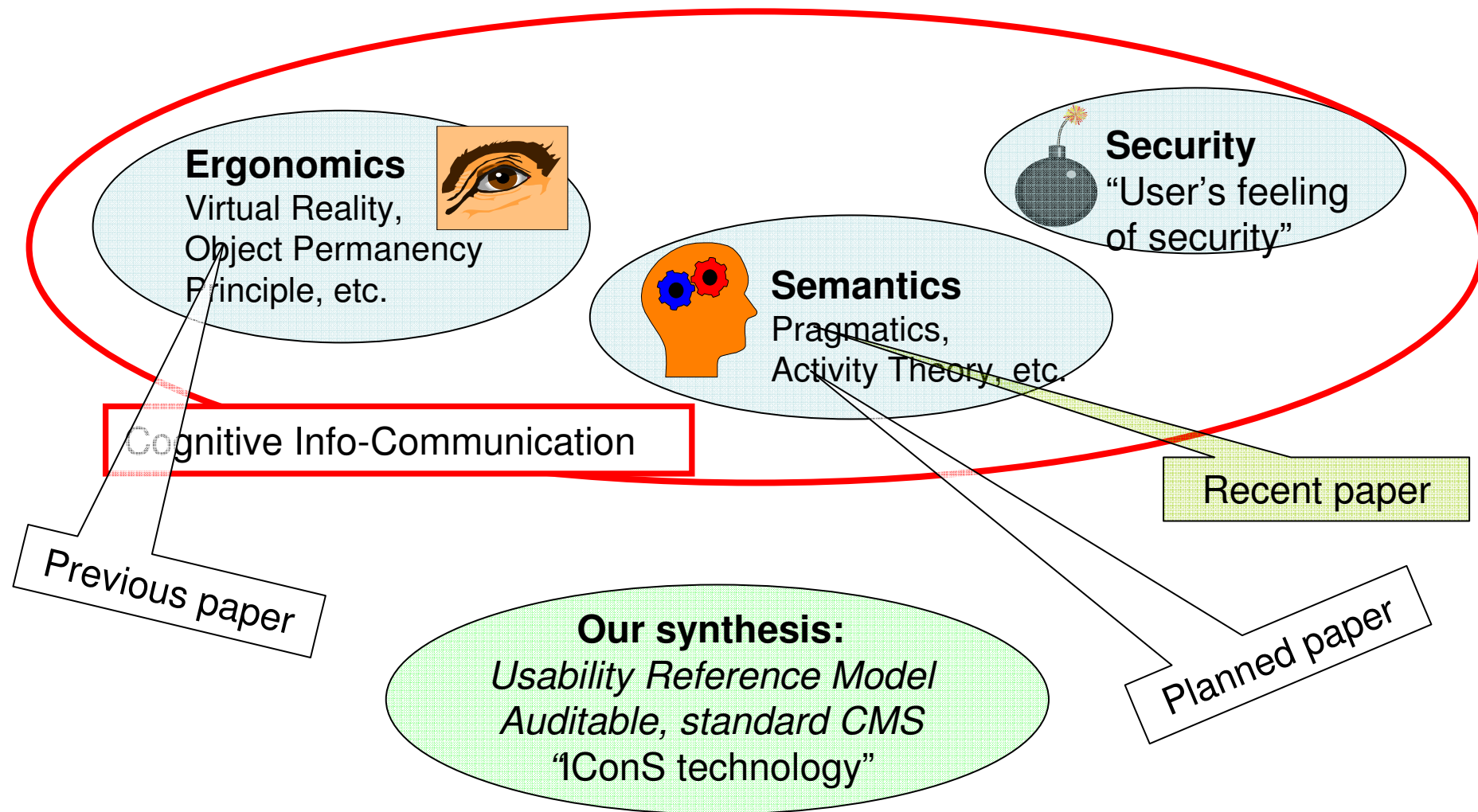
- What is abbreviated by the domain name?
- What does this content do?
- What can I search, and where?
- What I see? Is it a content table of something? Encyclopedia? A home pages reference collection? Firm titles? Service providers?
- Is there anybody to update all that? Will this site be there tomorrow?

*Have I to believe it?  
Is it an audited service,  
or trash or hoax?*

**We must discover what we see via the methodology of the experimental physics: hitting and swearing (in the ICT we say is as 'try & fail').**

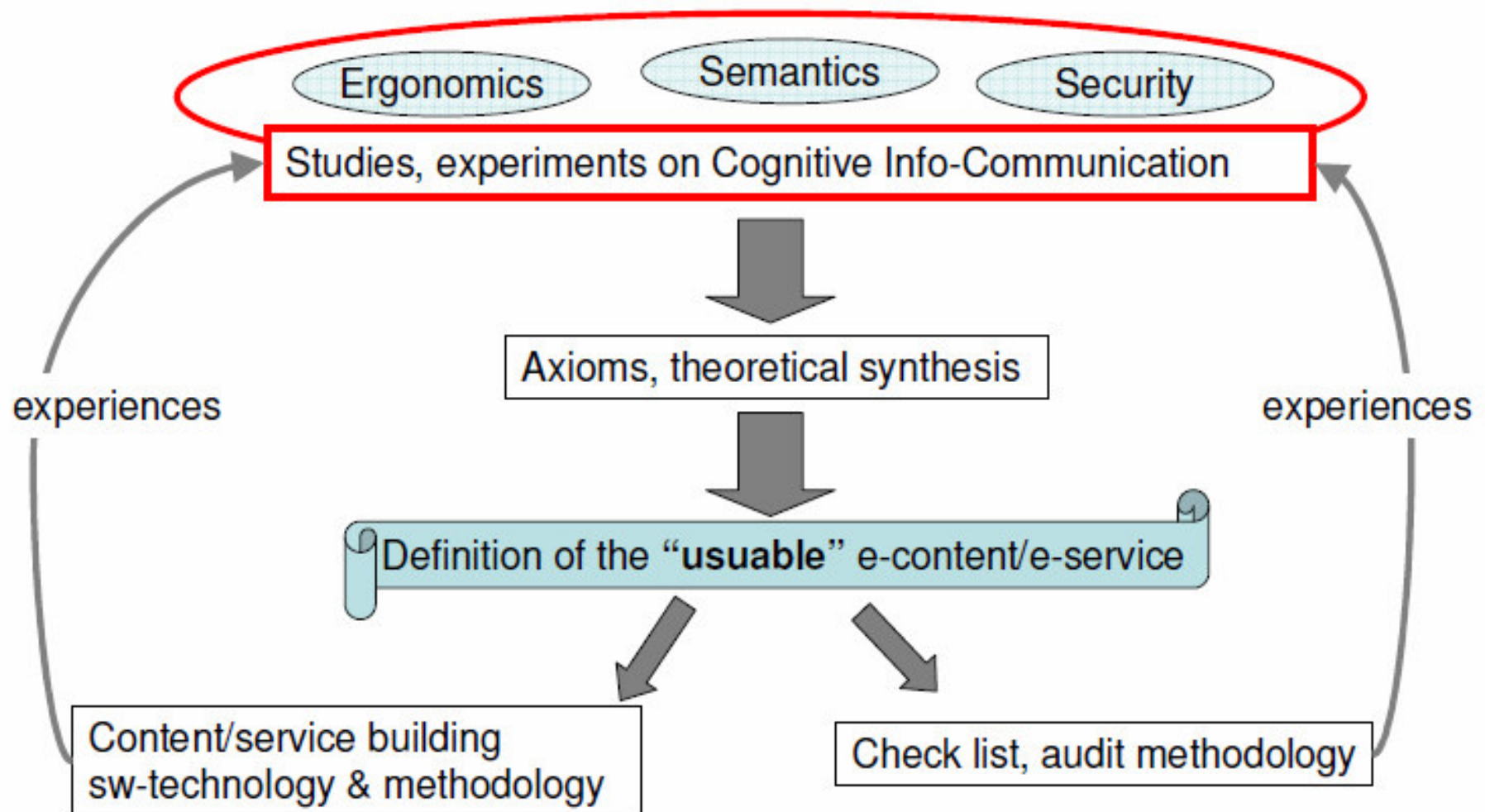
**Try it!**





The behavior of the virtual objects & actors mustn't essentially differ from that of the real ones







What the usability standard must be like?

Consider the book as example: it has some standard facilities:

- Pages with spine
- Standard pages: cover, title, imprint
- page numbering
- Chapters mainly in tree structure
- Chapter naming & numbering
- Content table with page numbers
- Index with page numbers



These are '**de facto cultural standards**': all of us can use every book without riddle solving. It is very independent from that we understand the content of the book or not.

The book is an icon of the professional content technology.

Our model, the **Usability Reference Model** gives '**de facto cultural standards**' for the professional e-contents/e-services.



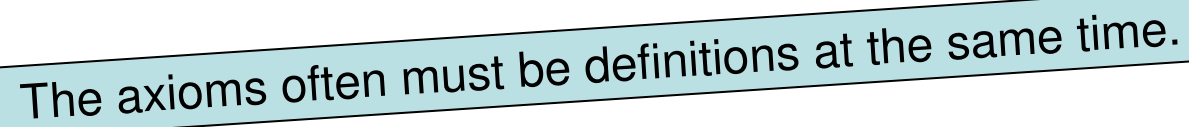
A usable e-contents/services must be as standard as books are.

An axiomatic system is a theoretical construction. It is very difficult to demonstrate the **necessity** and the **function** of an axiom by **itself**.

The axiomatic system is mainly based on the constructor's **technical intuition**, and **functions as a whole**.

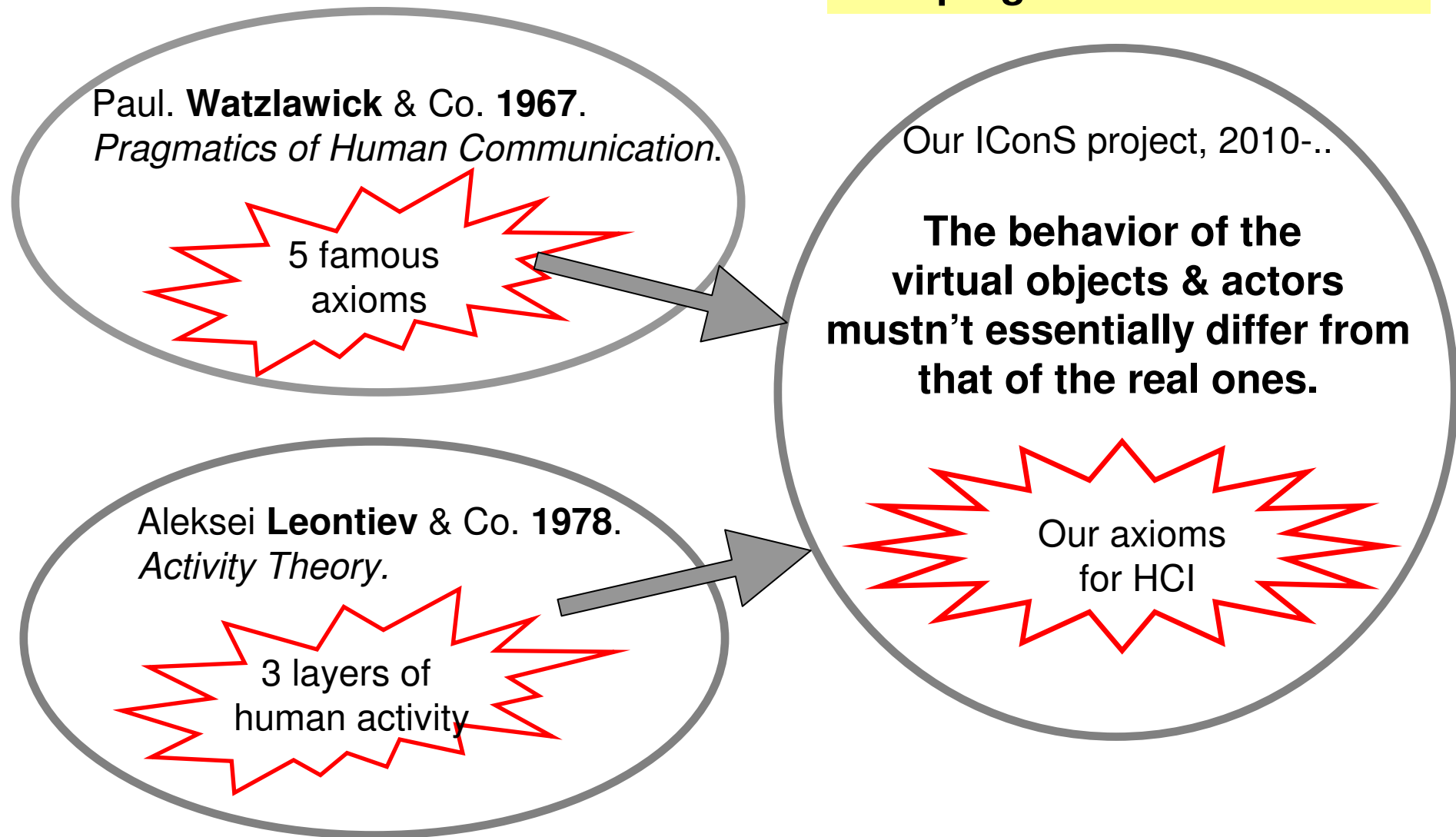
The **user** mustn't deal with and **understand the axioms**.

- The **CMS** (the Content/service Management Systems) sw-technologies must **based on them**.
- The **sw-engineers**, the experts of the CMS, and the **auditors** must understand **them**.



The axioms often must be definitions at the same time.

### The pragmatics and the HCI



### The 0<sup>th</sup> axiom on the 'scope'

Differentiating the objects and the actors.

We don't communicate with our **objects** or their **virtual space** - we operate on them instead. We communicate with **actors**.

- The **objects** are in our virtual space, some of them we see in the screen. They are the entities of our privacy.
- The **actors** must introduce themselves for us to be familiar in our virtual space. The e-mail clients are actors, generally not introduced.

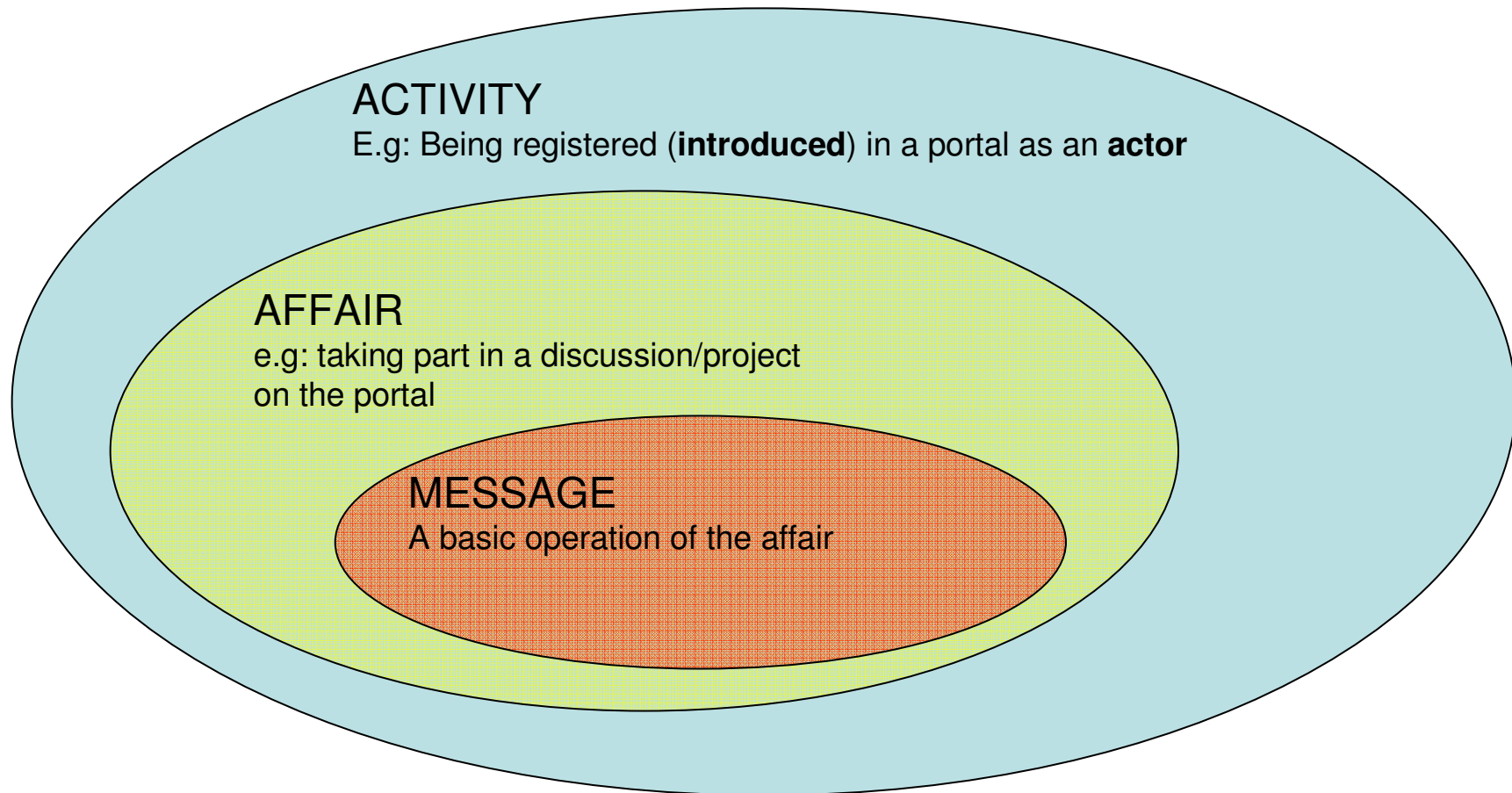
Example-1: **the search engine** in a portal is an actor? Basically not: it is a widget to search objects in the portal (it is our virtual space while we use the portal). But can be actor, if it introduces itself.

Example-2: the **Google engine** is an actor? Practically yes, but without introducing.

We face the lack of the thought-out introducing mechanisms in the internet.

## The 1<sup>st</sup> axiom set on 'affairs and actors'

### Definitions



### The 1<sup>st</sup> axiom set on 'affairs and actors' - 2

Defines the connection between actors, affairs and the objects.

1.1) Actors, activities, affairs and messages are *objects* in the user's virtual space. Consequently, each of them and all *meta-information* attached to them must be identifiable on the screen.

...

1.5) Activities and affairs must have managers. A manager is an **actor**. S/he is generally the system administrator of the portal.  
The manager of an affair may generally be the chairman of the discussion  
or the project manager.

...

1.7) The activity has to be created and ended,  
the affair has to be opened and closed by its manager.

NB: These kind of formal regulation are well known

- inside the operating systems between software agents, as "inter-process-communication",
- between machines, sites as the innumerable network protocols ,
- But not in the CHI, between e-service and the human clients.



# Pragmatics in the Usability discipline - 15/18

## The 1<sup>st</sup> axiom set on 'affairs and actors' - 3

Example: <http://ec.europa.eu/research/participants/portal/page/experts?key=8Sk%2BwVrj%2BVg%3D>

Experts > Welcome - Research Participant Portal - Mozilla Firefox

File Edit View History Bookmarks Tools Help

ec.europa.eu/research/participants/portal/page/experts?key=8Sk%2BwVrj%2BVg%3D

RESEARCH & INNOVATION  
Participant Portal

European Commission > Research & Innovation > Participant Portal > Experts > Welcome

Home FP7 Calls FP7 Doc My Organisations Experts ?

**HELP FOR EXPERTS**

Technical help  
Registration help

**EXPERT AREA**

Welcome to the Expert area in the Participant Portal.

Click on the link below to retrieve your profile registered in CORDIS, you should follow instructions under A or B depending on whether or not you have an ECAS (European Commission's secure Authentication Service) account (see details below).

Once you've followed the steps below, you will see your profile in the new Expert area in the Participant Portal. With the help of the step-by-step guide, you should **carefully review all 6 sections of your profile, updating your data and completing any new sections.** There is a progress indicator on top to guide you through the process which should take less than 15 minutes. **You can save and come back to edit your profile at any time by logging in to the new Expert area in the Participant Portal with your ECAS id.**

**A. I already have an ECAS account**

Note that your ECAS account is different from your CORDIS account. In particular, your ECAS user name and password are different from the ones used in CORDIS.

Click on **continue link** below which will direct you to the ECAS **log-in** screen. You should then enter your ECAS username and password and click on the log-in button.

[Continue](#)

**B. I do not have an ECAS account**

After reading this section, click on the **continue link** below which will direct you to the ECAS home page.

On the ECAS home page, click on the **'not registered yet'** link. Follow the instructions on the ECAS registration screen.

Upon successful registration, you will receive a **confirmation email** from ECAS with a link for you to change your password.

Then go back to the email you received with your personal link, click on your **personal link** and follow process **A 'I already have an ECAS account'**. It is essential that you click on this personal link in order to ensure that you retrieve your CORDIS profile!

[Continue](#)

**QUICK LINKS FOR EXPERTS**

- List of appointed experts
- Expert recommendations

**Logistics for Brussels**

- Map of evaluation area
- Info on hotels
- Metro map
- From airport to Brussels

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Find: panti Next Previous Highlight all Match case Reached end of page, continued from top

Start D:\Dropb... 15 Out... Scriptum ... Experts > ... Microsoft ... CognInfo... 11:25

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## The 1<sup>st</sup> axiom set on 'affairs and actors' - 4

Example, continued: clicked on the continue button at the previous screen:



Why have I to tell this before log in?  
For the general lack of the actor identification. See 1.1) axiom.

See the comment sheet.

### The 2<sup>nd</sup> axiom set on the 'Interruptions'

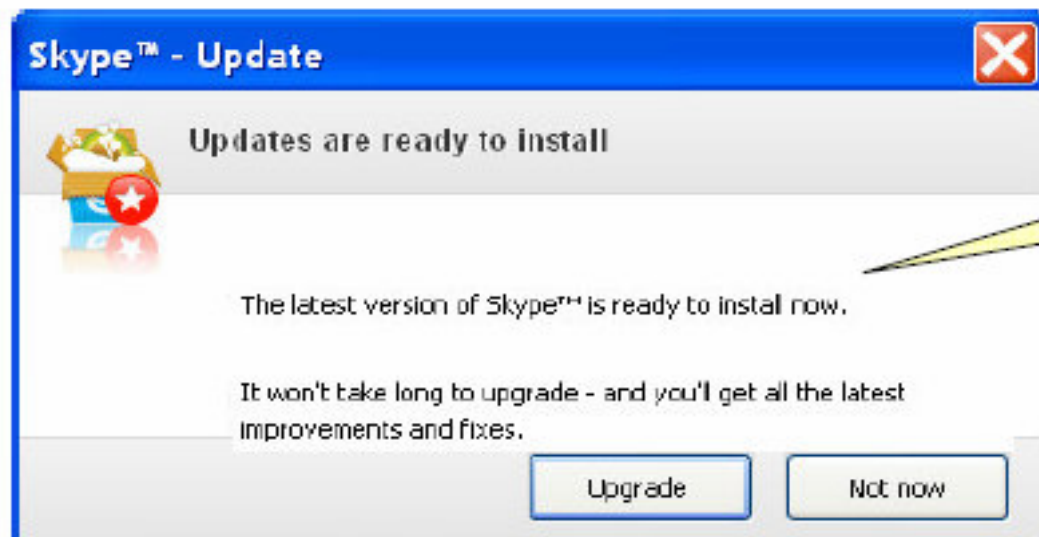
Nobody likes to be interrupted while working.

2.1) A message must be able

- to appear **immediately** on the screen or
- to be displayed for **later reading**.

2.2) A message must not cover the work area, the center of the screen  
at its **immediate appearance**.

We face numberless ill-mannered appearance. E.g:



Violates both  
2.1) and 2.2)

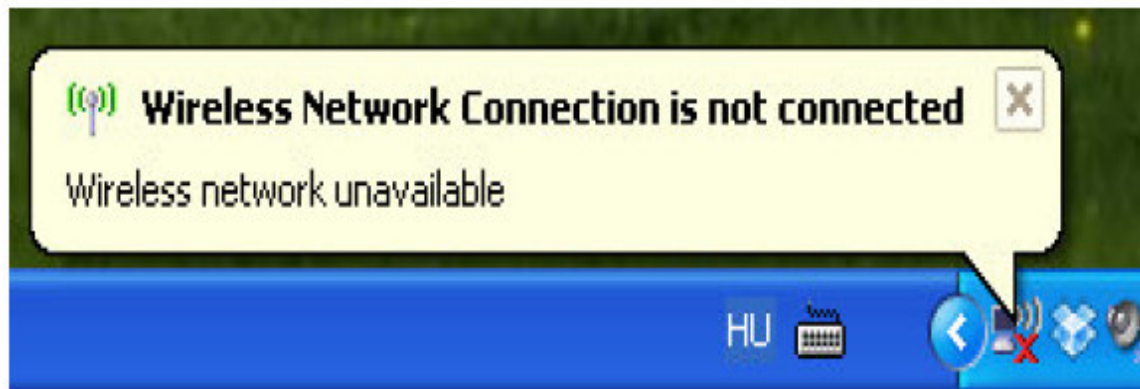


### The 3<sup>rd</sup> axiom set on the 'Relations'

Message brings **meta-information** on the relation between sender/receiver.

- 3.1) Meta-information of relations is to be obviously coded in the header of the message.  
It must be seen without a deeper analysis of the message text.
- 3.2) Blocking messages must appear immediately.

There are a lot of type of the meta-information. See the comment sheet..



A blocking message. (Being blocking, and the blocked affairs are meta-information.)  
Without affair manager we can not see what affairs are blocked. We could work with other affairs.  
We can find out, **but can not see**. Violates the 3.1)