JUSTINE CASSELL, Carnegie Mellon University

“Considering Cultural Congruence: Motivations for and Implications of Technologies That Assert Cultural Identity”

Friday, February 22, 2013 ~ 3:00 to 4:00 p.m.
6011 Donald Bren Hall
Free and open to the public; no RSVP required.

ABSTRACT While cultural sensitivity is laudable, much human-computer interaction (HCI) work that focuses on culture does so by asserting fundamental differences between people and designing technologies that fit those putative cultures. An alternative is to explore differences in culturally-situated groups of people and include technology as a tool to understand the production of culture and identity. I address culture in HCI through educational technologies in classrooms where multiple dialects are spoken, and the attendant beliefs of students, teachers and administrators about the role of dialect in achievement. Results are relevant for understanding the “achievement gap” in American classrooms, teacher training in a “post-racial” society, and the roles that technology may play in cultural identity.

BIO Justine Cassell is the Charles M. Geschke Director of the Human Computer Interaction Institute at Carnegie Mellon University. She was at Northwestern University from 2003 to 2010, where she was the founding director of the Center for Technology and Social Behavior and the joint Ph.D. in Technology and Social Behavior. Before that she was a professor at the MIT Media Lab. Cassell received the Edgerton Prize at MIT, is an ACM and CRA Distinguished Lecturer, was honored in 2008 with the “Women of Vision” award from the Anita Borg Institute, in 2011 was named to the World Economic Forum Global Agenda Council on Robotics and Smart Devices, and in 2012 was named a fellow of the AAAS.