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The demand and opportunity for cross-cultural technology design is rapidly rising due to globalization. However, all too often resulting technologies are technically usable, yet cannot be immediately put to meaningful use by users in their local, concrete contexts.

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Huatong Sun's Home Page - University of Washington

My first English book *Cross-Cultural Technology Design: Creating Culture-Sensitive Technology for Local Users* (Oxford University Press, 2012) was named the 2013 Best Book in Technical or Scientific Communication by National Council of Teachers of English.

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This chapter explores why action and meaning is unintegrated in cross-cultural technology design from the angle of culture. It first assesses the status of culture in cross-cultural design practices; discusses how narrow representations of local culture result in poor user experience of localized technologies; and reviews the

movement of capturing local culture from the surface to its core

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