

# Digital Culture

- social habits in ten different cultures reflected in digital design

Many traditional artifacts reflect social values and habits in the ethnical culture they are designed within. Can today's digital products also reflect their cultural roots? This question is explored in the project Digital Culture by students in the masters program in Interaction Design at Malmö University. First, the team assembled a set of questions, tasks and challenges within the chosen theme 'social codes' in order to uncover cultural particularities. This "cultural probe" was sent "home" to be completed by volunteers from each country. Then, each student took the investigation results from their country as a starting point to design an artifact specifically for their home culture. The result showed in this exhibition is fourteen everyday digital artifacts reflecting social values and habits in ten cultures around the world.

## The masters program in Interaction Design at Malmö University

Interaction design is design with digital materials. The interaction designer focuses on users and use. One might say that he or she shapes good use experiences of interactive digital products. Today's wide use of IT means that interaction design as a design practice includes a wide range of products; from software for work support to interactive media and games, and digital installation art. The masters program in Interaction Design has been running since the opening of Malmö University in 1998, thus completing a full decade of education this year. Since 2006 the program is international and renders a European masters degree in Interaction Design.



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