STIGMA AND MOTIVATION: USING THE DIVERGENCY MODEL TO IDENTIFY PERCEIVED RISK VERSUS CONFORMITY IN UX RESEARCH

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Purpose – A variety of factors influence the level of enthusiasm for participation and the quality of the responses of UX participants. In order to gather the highest quality and most complete data, a participant must have some degree of interest or familiarity with the content and a level of trust in the process of data collection. The most desirable situation involves a motivated participant who has a relatively low level of perceived threat from the UX data gathering process.
The Divergency Model identifies and evaluates the perceived risk versus conformity with regard to the relative similarity or difference between a member of the UX target audience from the culturally expected norm.

Design/Methodology/approach – The purpose of The Divergency Model is to identify and lower perceived risk and lack of interest in the UX participants. It will address the tendency to over represent homogenous user groups while under representing or dismissing other idiosyncratic groups based on factors such as stigma or perceived risk associated with revealing more accurate aspects of conditions, beliefs or lifestyles. It will also identify risk through inherent bias that may be presented when a target audience feels compelled to respond to questions in a manner consistent with the status quo. This over representation of the normative population negatively impacts the outcomes of the UX data and the quality of designed products or services. Therefore, identify perceived risk and stigma in idiosyncratic populations is critical to UX research.

Findings – The authors propose a solution for gauging the risk associated with a particular UX group / persona. This solution consists of the Divergency Model. This model can be utilized to analyze possible risk factors associated with particular groups of individuals who may want to participate in a particular UX study, but are apprehensive or simple can not due to constraints.
Additionally, when triangulating data points from a study, researchers can inadvertently expose participants to biases inferred through the triangulation. These biases can further influence the findings of any UX study in bot negative and positive aspects.

Practical implications (if applicable) – By understanding trust and motivation as they impact the perceived risk by a UX participant, an idiosyncratic and stigmatized target audience member can be moved towards a becoming a more motivated UX participant.

Key words (max 5) Usability, Stigmatized Populations, Divergency Model, Perceived Risk Usability

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