

The **B** side of research impact

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Hi! I'm Vero, UX Research Manager at Nubank México.



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Why are we here?

- Today, Latinamerican researchers are learning and applying knowledge from other latitudes without question.
- The Silicon Valley Dream is an obstacle impacting our work and the organizations we work in.
- Latinamerican researchers should challenging the status quo, and stop being carried away by the river.

A side:

The Silicon Valley Dream

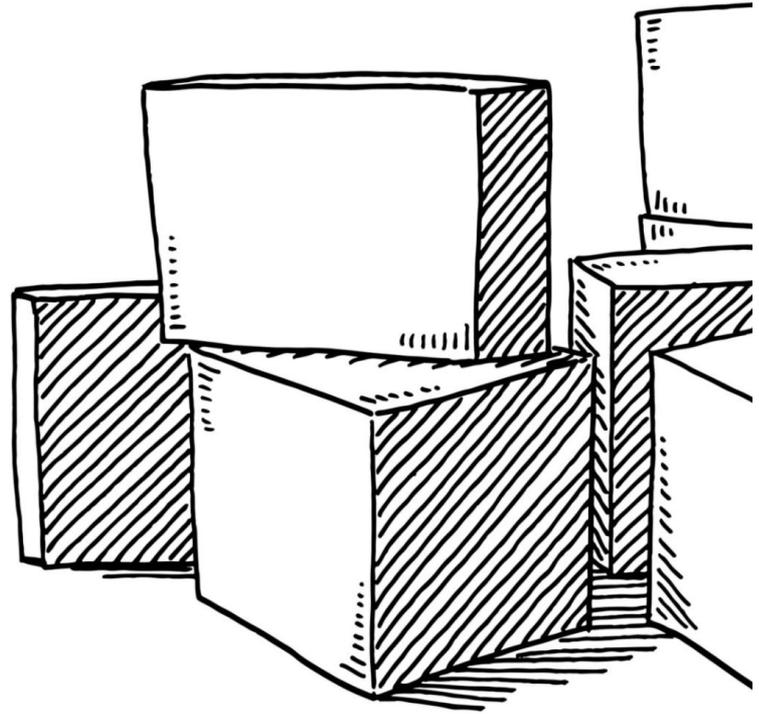
It is an ideology that Mexican/Latino companies have adopted



The Dream is appealing because it is related to an imaginary of success.



But it can be a **harmful ideology**,
because assumes one “right” way
of doing UX research



The *Silicon Valley Dream* establishes what is **allowed** and what is **prohibited**, what is **included** and what is **excluded**.

To push these limits,
latin researchers need
to embrace the B-side

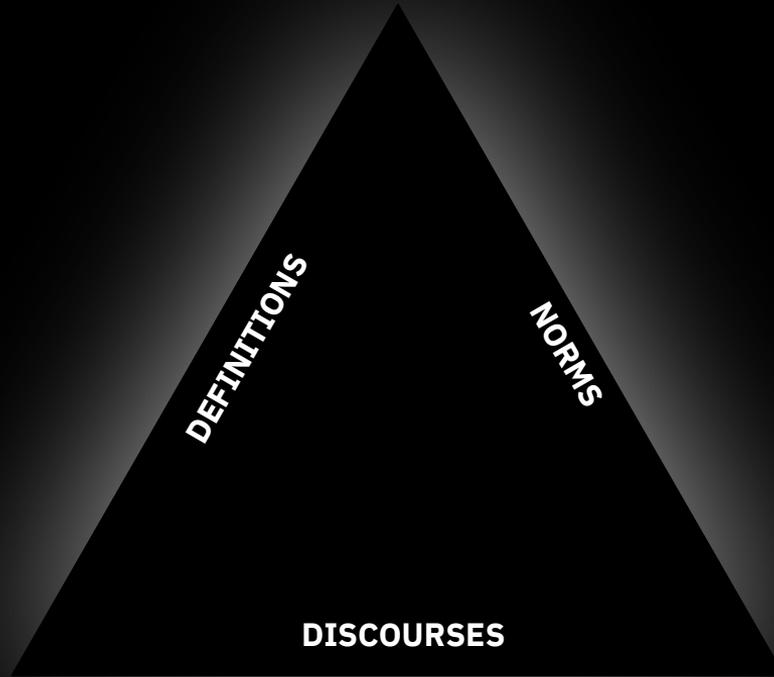
Where there is power,
there is resistance.

Michel Foucault

B side:
**The Dissonant
Researcher**

What do we mean by dissonance?

Dissonance is a way to go against the mainstream, unleashing new perspectives to create change.



The Silicon Valley Dream is limiting Researchers

Food for thought

- Universal metrics?
- Techniques as a recipes?

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Research in Latin America is not a young practice. We should not ignore that legacy, nor should we close ourselves off from adapting best practices to the local context.

When we are trying to measure sentiment, do people respond universally to the scale?

Emotions are not universals

They are determined and constructed by culture and society. Emotions and feelings find their meaning within a sociocultural system.

How does having “universal” sentiments impact research in Latin America and Mexico?

Research has found that cultural norms can affect response patterns in survey. For example, extremely positive and condescending response styles have been found to be prevalent in the Latin population because we have a cultural ethos that push us to be polite: *simpatía*, the duty and the desire to please and be likeable.

Food for thought

- Universal metrics?
- Techniques as a recipes?

To be a good researcher
in Latin America or
Mexico, practice &
techniques must be
adapted in a culturally
appropriate way.

Does applying techniques without question deliver good research outcomes?

Think aloud protocol was made for countries that value individual self-expression; this doesn't work with latino participants.

Think aloud is inconsistent with the way latinos express ideas.

Research has shown thinking aloud does affect task performance.

In Mexico, as other Latino cultures, people learn to keep quiet and stay quiet until they have something worthwhile to say. So there might be some screening or sifting through what they say out loud. For us, *thinking aloud* feels unusual, uncomfortable, and unnatural.

Takeaways

TAKEAWAY 1

Today, there seems to be only one standard definition of what it means to be a "good" UXR.

There are many other culturally appropriate definitions of “good” that are just as valid, and deserve to be considered too.

TAKEAWAY 2

In order to effectively bring UXR practices to Latin America and Mexico, it is important to understand not just people, but **the tools and practices we use to understand them.**

TAKEAWAY 3

Creating dissonance is a commitment to the field, and it's about **shaping latin UX researcher identity and practice.**

TAKEAWAY 4

To resist and turn off the Silicon Valley Dream, Latin Researchers should embrace the gaps they can create to open space **for change.**

Gracias / Thanks

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