

REGISTER IN USER EXPERIENCE ARTICLES FROM NIELSEN NORMAN GROUP (NNGROUP.COM)

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Abstrak

Tergantung pada pengaturan, bahasa dapat bervariasi tergantung pada register. Konvensi, yang sebagian orang diharuskan untuk mengikuti, menetapkannya, misalnya, kata-kata yang digunakan untuk membahas sesuatu dengan rekan kerja atau profesional akan berbeda dari yang digunakan dengan anggota keluarga. Singkatan digunakan untuk berkomunikasi secara akurat dalam konteks yang berbeda. Studi ini bertujuan untuk menggambarkan jenis register yang digunakan dalam pengalaman pengguna (UX) yang diserahkan oleh Nielsen Norman Group. Data tersebut dianalisis secara kualitatif. Setiap istilah yang ditemukan dalam sampel yang dapat dianggap sebagai register akan dikelompokkan menjadi jenis pembentukan kata, dimensi registri, dan fungsi register. Hasilnya menunjukkan bahwa ada 11 kata komposit dan dua singkatan. Menurut Pateda, klasifikasi fungsi register, bisa dikatakan bahwa tujuh dari delapan artikel menerapkan fungsi oratoris, karena artikel ini memberi tahu pembaca bagaimana melakukan sesuatu dengan cara yang benar. Studi ini membuktikan bahwa bidang UX juga memiliki register sendiri. Ada kata-kata dan frasa yang cenderung digunakan hanya di antara praktisi UX.

Kata kunci: *register, user experience (UX), komunikasi, akronim, pembentukan kata*

Abstract

Depending on the setting, language can vary according to the register. Convention, which people are partly required to follow, establishes it. For instance, the vocabulary used to discuss something with coworkers or professionals will differ from that used with family members. Abbreviations are used to communicate precisely in different contexts. This study aims to describe the types of registers used in the user experience (UX) filed by Nielsen Norman Group. The data is qualitatively analyzed. Each term found in the sample that can be considered a register will be grouped into kinds of word formation, dimensions of register, and functions of register. The results show that there are 11 compound words and two abbreviations. According to Pateda's classification of the functions of the register, it can be said that seven of eight articles apply the oratorical (frozen) function, as these articles tell the audience how to do something in the right way. This study proved that the User Experience field also has its own register. Some words and phrases tend to be used among User Experience practitioners only.

Keywords: register usage, user experience, communication, abbreviation, word formation



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INTRODUCTION

Mesthrie et al. (2009) define register as a variation in language based on the context in which it is applied. A register obtains its traits by convention, which people are partially obliged to use. Diverse conditions need adjustments to the type of language used. For instance, the language used to speak with family members will differ from the one they use to discuss something with coworkers or professionals who share the same expertise.

Lubis, Ashari, and Edi (2016) consider the register as another complex factor in any study of language varieties. According to them, registers are language items correlated with particular professional or social communities. For instance, there are different registers used by surgeons, airline pilots, bank managers, sales clerks, and jazz fans. Kinds of word formation, such as compounding, coinage, abbreviation, clipping, and blending, are how the registers are formed.

Several previous studies investigated how registers exist among different groups of occupations. Lubis et al. (2016) investigated register in online shopping activity through the Facebook platform between sellers and buyers. Ambarsari and Rusnaningtyas (2016) studied the register among doctors and nurses who work in a private hospital in Surabaya, Jawa Timur. Nurani (2014) researched the register among petroleum engineers who work in a corporation. Hadi (2017) studied the register among fruit sellers in Padang. Although these studies showed that each group of professions has its own register, they are not enough to conclude that the User Experience field also has its own register. Hence, the present study aims to define the register in the User Experience realm.

According to Nielsen and Norman (2006), 'User experience' encompasses all aspects of the end-users' interaction with the company, its services, and its products." Besides that, Nicolas and Aurisicchio (2011), through their literature review, stated that elements of user experience include: user, interaction, artifact, and context. The term 'user' refers to people, consumers, and other stakeholders involved in product development, as UX is not a characteristic of the product but the outcome of the interaction between humans and products. Hence, it depends on the user. The term 'interaction' refers to the relationship between the user and the artifact. An artifact is an object made by an individual that implements technical (related to what the products can do) and non-technical (social and aesthetic) functions. Forlizzi and Battarbee (2004, as cited in Nicolas and Auricchio, 2011) defined context as a complex and changing set of social, historical, cultural, and institutional factors.

According to Pateda (1992, as cited in Hidayah, 2016), there are several kinds of register functions: oratorical (frozen), deliberative (formal), consultative, casual, and intimate. Professional speakers use the oratorical function to attract the audience. The speaker uses the deliberative one to broaden conversations. The consultative one is used to agree, usually in transactions. The casual one is used to avoid misunderstandings. Lastly, the intimate one is used in family spheres.

Halliday et al. (1964, as cited in Mesthrie et al., 2009) distinguished three register dimensions: field, tenor, and mode. The field is the topic's character in which the language use is focused on the occurrence. Tenor considers the relationship between people who interact — who is taking part and on what terms. Mode refers to the medium applied to language use — spoken, written, or sign language.

Based on Pateda's classification of register functions, the study conducted by Lubis et al. (2016) found 16 deliberative registers (such as 'booked' and 'album'), 45 consultative registers (such as 'pre-launch' and 'all-size'), 14 casual registers (such as 'pls' and 'tq'), six intimate registers (such as 'sis' and 'gan'), and two oratorical or frozen

registers (such as ‘valid’). Besides that, this study also found words that were formed through clipping (for instance, ‘ori’, that is actually ‘original’), abbreviation (for instance, ‘CoD’ that stands for ‘Cash on Delivery’), compounding (for instance, ‘buyback’), acronym (for instance, ‘olshop’ that stands for ‘online shop’), along with 3 registers formed through coinage, 35 through borrowing, and 28 through phrase formations. These all are used in order to fulfill business objectives.

Nurani (2014), through their study on the register among petroleum engineers in a private company, classified their findings based on Halliday’s classification of registers. Related to the field of discourse, the terms that these engineers use might not be understandable enough for those who are not working in a petroleum engineering field, as their meanings in consensus are very distinctive compared to the oil field consensus — for instance, they define ‘deadman’ as a human being who no longer lives as people thought in common and ‘spaghetti’ as a pipe with a tiny diameter. Related to the mode of discourse, the language used among the engineers is spoken language, which involves primary forms of non-present tenses, i.e., simple future, simple past, and present perfect. Related to the tenor of discourse, the way of speaking between managers who graduated with a master’s degree differs from chief operators who graduated with a bachelor’s degree.

Ambarsari and Rusnaningtyas (2016), similarly found in Nurani’s study, found that the limited range of vocabulary used by doctors and nurses in their daily communications can only be understood by them. Its findings also support the study from Lubis et al. (2016) that there are words formed through morphological features, namely abbreviation (such as ‘BMI’ that stands for Body Mass Index), clipping (such as ‘leko’ from ‘leukosit’ or leukocyte), compounding process (such as ‘obat gula’ that means ‘obat diabetes’ or medicine for diabetic people), borrowing (such as ‘stroke’, that refers to a brain attack disease), and affix (such as ‘visite’, that refers to a visit to a hospital — ‘visit’ added by ‘e’).

An abbreviation is a most frequently found feature in conversations. The research participants used abbreviations, one of the shortening processes, to communicate precisely, as doctors and nurses have to serve numerous patients daily. Aligned with those studies above, Hadi’s (2017) research about the register among fruit sellers in Padang showed that they used three register functions, namely consultative, intimate, and deliberative, based on Pateda’s classification. The fruit sellers used the intimate function to greet buyers in order to build a close relationship with them, such as greetings using “Mak,” “Uda,” “Uni,” and “Yung.” The consultative function was found in those fruit sellers when they promoted the fruits they sold, such as ‘rambutan baru bambiak masih batangkai’ to describe that the rambutan is new fresh. The fruit sellers used the deliberative function to attract buyers, such as ‘caliaklah Ni, iduahlah Mak’, in order to convince buyers to decide what they wanted to buy. Therefore, the present study is objected to defining the register in the User Experience field. Therefore, this research is guided by the question:

What terms can be categorized as register in the User Experience field in the Nielsen Norman group selected articles?

RESEARCH METHOD

This qualitative research uses the articles written on Nielsen Norman Group (nngroup.com) — non-human participants — as the research subject. According to Nielsen Norman Group’s “About Us” page on their official website (n.d.), “We are a UX

research and consulting firm trusted by leading organizations worldwide to provide reliable guidance on user experience.” One of Nielsen Norman Group’s approaches is spreading knowledge through a free library of over 1,000 articles.

The eight articles that were examined in this research are entitled:

- 1) “Social Media: 3 UX Insights”
- 2) “Confidence Intervals, Margins of Error, and Confidence Levels in UX”
- 3) “Remarkable Organizations and Challenges, Fast Development, and Small Teams Define the 2021 Intranet Design Annual Winners”
- 4) “How to Draw a Wireframe (Even if You Can’t Draw)”
- 5) “The 6 Levels of UX Maturity”
- 6) “Collecting Metrics During Qualitative Studies”
- 7) “Using Color to Enhance Your Design”
- 8) “5 Facilitation Mistakes to Avoid During User Interviews”

Nielsen Norman Group posts two free weekly articles and/or videos on their website (<https://www.nngroup.com/articles/#articles>). This research used electronic articles from the 6th to the 27th of June, 2021. Each term found in the sample that can be considered as register will be grouped into kinds of word formation, dimensions of register, and functions of register. After grouping the terms, they will be quantified to determine the frequency.

RESULTS AND DISCUSSION

Table 1 below shows terms (words and phrases) that can be considered as register in the User Experience field, found in each article above, sorted alphabetically.

Table 1. Words and phrases that can be considered as register in the UX field

No.	Article Name	Phrases	Words
1	“Social Media: 3 UX Insights” (1)	<ul style="list-style-type: none"> - Cognitive-mapping activity - Diary studies - Information pollution - Interface copy - Quality over quantity - Research insights - Usability testing 	<ul style="list-style-type: none"> Call-to-action Effort (interaction cost) UX
2	“Confidence Interval, Margin of Error, and Confidence Levels in UX”	<ul style="list-style-type: none"> - Confidence interval - Confidence level - Margin of error 	<ul style="list-style-type: none"> Interface Metric Usability UX (stands for User Experience)
3	“Remarkable Organizations and Challenges, Fast Development, and Small Teams Define the 2021 Intranet Design Annual Winners”	<ul style="list-style-type: none"> - Content management system - Current design - Early visual - High-level visual design direction - HTML frontend - Interaction design - Mobile-app design - Top-level page - Visual design 	<ul style="list-style-type: none"> Homepage IA (stands for Information Architecture) Redesign

- Web visual standards			
4	“How to Draw a Wireframe (Even if You Can’t Draw)”	<ul style="list-style-type: none"> - Body copy - Body text - Expanded hidden navigation - Hidden navigation - Horizontal navigation - Information hierarchy - Informational components - Low fidelity - Page layouts - Progress indicator - Radio button - Right aspect ratio - Selection-related components - Text label - Type-ahead results - User flow - User path 	<ul style="list-style-type: none"> Banner Browser Button Checkbox Dialog Dropdown Fidelity Header Icon Image Interaction Navigation Search Toolbar Wireframe Wireframing
5	“The 6 Levels of UX Maturity”	<ul style="list-style-type: none"> - User-centered design - UX maturity 	<ul style="list-style-type: none"> Absent Emergent Integrated Limited Structured User-driven <p>(they are all 6 levels addressed)</p>
6	“Collecting Metrics During Qualitative Studies”	<ul style="list-style-type: none"> - User testing - Remote unmoderated usability testing - UX metrics 	Metric
7	“Using Color to Enhance Your Design”	<ul style="list-style-type: none"> - Color theory - Color palette - User experience 	
8	“5 Facilitation Mistakes to Avoid During User Interviews”	<ul style="list-style-type: none"> - Interview facilitation - Rapport building - User interview - UX interview 	<ul style="list-style-type: none"> Leading Probing

Furthermore, based on the kinds of word formations addressed by Lubis et al. (2016), Table 2 below shows how words found in the samples were formed. It suggests that most words found were formed through a compounding process.

Table 2. Words from the sample and how they were formed.

Words	How they were formed
Call-to-action	Compound (call + to + action)
Cognitive-mapping	Compound (cognitive + mapping)

Checkbox	Compound (check + box)
Dropdown	Compound (drop + down)
Homepage	Compound (home + page)
Selection-related	Compound (selection + related)
Type-ahead	Compound (selection + related)
Toolbar	Compound (tool + bar)
User-centered	Compound (user + centered)
User-driven	Compound (user + driven)
Wireframe	Compound (wire + frame)
IA	Abbreviation (stands for Information Architecture)
UX	Abbreviation (stands for User Experience)

According to Halliday's classification of the register dimensions, it can be defined in what field, tenor, and mode these articles were written. Related to the field, these articles are for UX professionals. Related to the tenor, these articles are communication tools between the organization (Nielsen Norman Group) and two kinds of their audiences: 1) companies that potentially need their service and 2) UX professionals who want to sharpen their knowledge through the articles. Related to the mode, these articles use written language that mainly contains simple present, simple past, simple future, and present perfect tenses.

According to Pateda's classification of the functions of the register, it can be said that seven of eight articles apply the oratorical (frozen) function, as these articles tell the audience how to do something in the right way. Only the "Remarkable Organizations and Challenges, Fast Development, and Small Teams Define the 2021 Intranet Design Annual Winners" applies the deliberative function because it is about the report of the corporations that became the winner of the annual competition held by Nielsen Norman Group.

CONCLUSION

Register refers to various languages attached to a context in which it is applied. Registers can be connected to a group of professionals. Previous studies showed that register uses exist among several occupations, such as online shopping sellers and buyers, petroleum engineers, medical workers, and fruit sellers. This study aims to define the terms that can be considered as register in the User Experience field. Using the quantitative method that involves online articles from Nielsen Norman Group (nngroup.com) written in June 2021, this study proved that the User Experience field also has its own register. Some words and phrases tend to be used among User Experience practitioners only. Words found were formed through compound and abbreviation processes. According to the field, these articles are written for User Experience practitioners. According to the tenor, these articles are used as a communication channel

between an organization and its clients. According to the mode, these articles used written language.

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