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Building relationships with the invisible in the digital (global) economy (BRIDGE)

A View of In-Visibility

Clarity

Low

High

Know: Who, What, Where
- low probability of understanding what is different about this group

Know: What is consumed, but intermediary obscures Where & Why
- high probability of understanding Why

Nothing consumed invisibly

Visibility

The Bridge will be constructed from a view of understanding local inclusion requirements, and relating to the alternative view from the global business data side, understanding current patterns of product and service consumption.

User Interfaces, Mental models & Cognitive Inclusivity vs. Exclusivity

Cognitive psychological and mental model investigations will be carried out to be able to predict and assess the cognitive inclusivity of digital interface elements. This approach could permit predictions of the exclusion due to the unfamiliarity of interface design, as well as provide an quick method for evaluating new interface designs for acceptability to digitally excluded people.

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