

**User Friendly 2013 用户体验行业年会专访：大会演讲**

**嘉宾-**

**Dr. Matthias RAUTERBERG**

2013年12月16日



User Friendly 2013 User Experience Annual Conference Interview:  
Keynote speaker – dr. Matthias Rauterberg

Dr. Matthias Rauterberg is being interviewed

Dr. Matthias Rauterberg 正接受记者的采访

**Dr. Matthias Rauterberg 简介:**

饶德伯教授是德国马尔堡大学的心理学学士(1978)，汉堡大学的哲学(1981)和计算机科学(1983)学士、心理学(1981)和计算机科学(1986)硕士，是苏黎世大学的计算机和数学博士(1995)。他曾在瑞士联邦理工学院苏黎世分校任高级讲师，主讲计算机科学和工业工程方面的可用性工程，任工业工程系人机交互研究组的主任。

自1998年起他受聘为埃因霍温科技大学(TU/e)人机交互研究中心(IPO)，以及后来工艺设计系(ID)人机交互技术主管全职教授，自2012年起任交互系统设计主管教授。他曾1999年到2002年期间任IPO的主任和用户系统交互工程博士班的主任。现任TU/e ID智能设计研究组主任，自2013年起同时兼任TU/e ID研究生院主任。

1994年到2002年期间他是联合国教科文组

**CV – Dr. Matthias Rauterberg**

Prof.dr. Matthias Rauterberg received the B.S. in Psychology (1978) at the University of Marburg (Germany), the B.S. in Philosophy (1981) and Computer Science (1983), the M.S. in Psychology (1981) and Computer Science (1986) at the University of Hamburg (Germany), and the Ph.D. in Computer Science/Mathematics (1995, awarded) at the University of Zurich (Switzerland). He was a senior lecturer for 'usability engineering' in computer science and industrial engineering at the Swiss Federal Institute of Technology (ETH) in Zurich. He was the head of the Man-Machine Interaction research group (MMI) from the Department of Industrial Engineering at the ETH-Zurich (Switzerland).

In 1998 he was appointed as fulltime professor for 'Human Communication Technology' and since 2012 He is professor for 'Interactive Systems Design', first at IPO - Center for Research on User-System Interaction, and later at the department of Industrial Design at Eindhoven University of Technology (The Netherlands). From 1999 till 2001 he was director of the Center for Research on User-System Interaction (IPO), and director of the User-System-Interaction (USI) design program. He is now the head of the Designed Intelligence (DI) group and the director of the graduate program. Since 2013 He is

织(UNESCO)所属的国际信息处理联合会(IFIP)人机交互技术委员会(TC13)的瑞士代表, 1998年到2004年是该委员会人机交互和教育工作组(IFIP13.1)的主席。2002年到2012年任IFIP娱乐计算技术委员会(TC14)的副主席和荷兰代表, 在2004到2012期间他同时兼任该委员会娱乐理论工作组的主席, 2012年被推选为该委员会主席, 任期四年(2012-2015)。他是日本关西学院大学的访问教授(2004-2007), 是江南大学的客座教授(2011-1013)。

他在1997年被选为最杰出的博士生, 并因此被授予久负盛名的GI-HCI奖。1998年他的BUILD-IT系统被授予瑞士科技奖。自2004年被提名为荷兰“Cream of Science”200个顶尖科学家之一, 是TU/e十个顶尖科学家之一。2007他获得了由国际信息处理联合会(IFIP)颁发的银质核心奖。

他在国际期刊、会议、书籍中发表过450多篇论文, 同时也是多个顶尖国际期刊的编辑或编委成员。他也常担任一些国家和国际科研资金和机构的评审委员。

**记者:** 您今天的演讲很有意思, 大家非常感兴趣, 但是你觉得这些观点对于我们现在的行业情况来讲是不是太先进了点?

**Dr. Rauterberg:** 有个人在我演讲后也问我, 你的观点好像很有趣, 但是我们目前能做什么呢? 我说, 能做的不多, 你耐心等待吧。作为UX从业人员, 你必须积极主动, 预见未来, 而不是等待未来到来。现在还不能做什么不能代表我们不能时刻准备着做点什么。我今天的演讲主要目的是启发大家去思考。

**记者:** 你是一直都这么有前瞻性吗? 这也是您之所以有今天的成就的原因吗? 在成功的

appointed as director of our Graduate Program Industrial Design.

He was the Swiss representative in the International Federation for Information Processing (IFIP) Technical Committee (TC) 13 on 'Human Computer Interaction' (1994-2002) and the chairman of the IFIP Working Group (WG) 13.1 on 'HCI and Education' (1998-2004). He is the Dutch representative and the vice-chair of the IFIP TC14 on 'Entertainment Computing' (2002-2012). Since 2012 He is elected as chair of [IFIP TC14](#) (term 2013-2015). He was also the chair of the [IFIP WG14.3](#) on 'Entertainment Theory' (2004-2012). He was appointed as visiting professor at [Kwansei Gakuin University](#) (Japan) (2004-2007), and since 2011 I am guest professor at [Jiangnan University](#) (China) (2011-2015).

He received the prestigious German [GI-HCI award](#) for the best Ph.D. in 1997 and the Swiss Technology Award for the BUILD-IT system in 1998. Since 2004 he is a nominated member of the 'Cream of Science' in the Netherlands (the 200 top-level Dutch researchers) and amongst the 10 top-level TU/e scientists. Since 2007 he is holder of the [Silver Core Award](#) of the International Federation for Information Processing (IFIP).

He has over 450 [publications](#) in international journals, conference proceedings, books, etc. He is also editor and member of the editorial board of several leading international journals. He regularly acts as reviewer and evaluator for several national and international funding bodies.

**Interviewer:** *Your talk today was very interesting for all of us. But do you think your thoughts were too advanced for our industry today?*

**Dr. Rauterberg:** Somebody asked the similar question: your thoughts seem to be very interesting, but what can we do now? I said, there is not much we can do, be patient. Being a UX practitioner, you must be proactive, foresee the future, instead of waiting for the future to come. We cannot do much now does not mean we shall not get prepared. My talk today was trying to inspire everyone to think about it.

**Interviewer:** *Are you always so forward looking? Is this the reason why you are so successful today? Do*

道路上您有什么诀窍吗？

**Dr. Rauterberg:** 我自己从未做过职业规划。但是我有一点是基本原则，那就是要让自己着迷的事情。激情总是让我充满能力。也因为这种激情，事业总是找到我，我不用去找事业。当然，如果你刻意去寻找激情的话总是不能成功，因为激情背后是一个叫好奇心的东西。如果你有好奇心，它会驱动你，让你不得不去探索；而如果你不好奇，你就不愿意去探索世界。在我的生涯中，我从牺牲自己的好奇心。好奇心加激情总是会在你毫无意识的情况下带你走到一条新鲜的正确的路上。

**记者:** 您在哲学、心理学、计算机科学和数学上都有硕士或者博士学位，您知识广博在圈内也是众所周知，您为什么要去读那么多的学位呢？他们对您的用户体验之路有帮助吗？

**Dr. Rauterberg:** 就像我刚才所说的，我自己有很强的好奇心，我需要去不停的浇灌我的好奇心，不然我不能得到满足。我一开始是学化学的，有一次做实验的时候，怎么都做不成，我问了一个老师，这个老师给了我一个解决方法，我去试了，不成功；于是我又去问了另一个老师，这个老师给的方法我试了也不成功；最后多方寻求答案无果之后，终于有一个老师给我说了实话：“这么多年，我们没有任何一个人做成功过这个实验”。我的好奇心在这个实验中没有得到满足，所以后来渐渐的我放弃了化学开始学心理学。心理学比化学复杂的多，有很多等待人揭晓的谜底，这让我很兴奋。直到今天，我会去参加各个学科的峰会，从跨学科的角度，我看到的会有不同。而跨学科我想以后也会成为用户体验行业的一个趋势，所以从这个方面来讲，我在各个学科的经历给我提供了截然不同的视角来看待用户体验。

*you have any tips towards success?*

**Dr. Rauterberg:** I have never planned my career. But I do have a basic principle, that is, I do what fascinates me. Passion gives me energy. Also because of passion, career always comes to me, and I don't have to look for career. Of course, if you try to look for passion intentionally, you will not find it, because what drives passion, is curiosity. Curiosity drives you to do nothing but to discover. If you were not curious, you would have no motivation to discover the world. In my career, I have never sacrificed my curiosity. Curiosity together with passion will bring you, even without you knowing about it, to the directions that are new and right.

**Interviewer:** *You have bachelor, master and PhD degrees in Philosophy, Psychology, Computer science and Mathematics. You are known in the field for your broad knowledge. Why did you want so many degrees, do these degrees help in your user experience research?*

**Dr. Rauterberg:** As I have just said, I am very curious. I feel that I have to accommodate my curiosity, or I cannot be satisfied. I started with Chemistry. One day during an experiment, it always failed. I asked one of the teachers for a solution, it did not help. Then I asked another, it did not help either. After many tries, one of them told the truth: "after so many years, none of us had succeeded with this experiment". My curiosity was not satisfied by this experiment, with the disappointment, I gave up Chemistry and started Psychology. Psychology is much more complex than Chemistry. There were many questions to be answered, which excited me. Until today, when I participate in conferences or forums of different disciplines, I see different things. Moreover I see multidisciplinary to be a trend in user experience industry. I think my experiences in different disciplines would provide me with totally different perspectives when look into user experience.

记者：您作为一个著作出身的教授，对中国的 UX 行业里的年轻人有什么要说的吗？

**Dr.Rauterberg:** 我对中国的 UX 行业其实没有那么了解，所以我无法做出太多的评判。但是我观察到的一个现象是，中国的年轻人都在努力的学习西方。也许你们觉得 UX 这个行业来自西方，什么东西都是那里的比较先进，这样的态度是好的。但是有一个很重要的东西我希望提醒一下中国的年轻人：不要忘记了你的创新性。创新很容易在模范中消亡，你在学习别人的时候，一定不要忘了自己的主观创造性。还有，亚洲的设计师其实比西方的设计师做合作设计时有明显的优势，你们长期的集体主义传统，让一个设计师很快的就可以领略另外一个设计师的想法，你们的合作更加顺畅，一堆人做出来的东西一致性更强，这些都是你们可以拿来发扬的长处。

记者：您给的评价和建议非常宝贵，非常感谢您。我们下次再见！

**Dr.Rauterberg:** 不客气，也谢谢你。

**From:** Rauterberg, G.W.M.  
**Sent:** Friday, Dec 20, 2013 8:09 AM  
**To:** Hu, J.  
**Subject:** FW: Our interview in UXPA  
[Can you help me here?](#)

**From:** Weiyu Jiang  
[\[jweiyu928@gmail.com\]](mailto:jweiyu928@gmail.com)  
**Sent:** Friday, Decr 20, 2013 6:40 AM  
**To:** Rauterberg, G.W.M.  
**Subject:** The link of our interview  
Hi Dr.Rauterberg,  
Here is the result of our interview. It's Chinese edition.  
[http://www.userfriendly.org.cn/cn/aboutus/News\\_detail.aspx?id=673](http://www.userfriendly.org.cn/cn/aboutus/News_detail.aspx?id=673)  
Please feel free to contact me if you have any question!  
**江维宇 Panda**  
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**Interviewer:** *As a professor with a lot of achievements in publications, which advices would like to give to young practitioners in the field of UX?*

**Dr. Rauterberg:** I don't actually know much about the UX industry in China, so I am not able to comment much. But what I have observed is that the young practitioners in China are learning hard from the West. You might think the UX industry comes from the West, and it is always more advanced there. The attitude is fine. But I would like to remind the young Chinese practitioners of one thing that is very important: do not forget your creativity. Creativity dies in Copying. When learning from the others, make sure that you are not forgetting your own creativity. And, Asian designers do have an obvious advantage over the western designers – you have the tradition in cooperation as a group. This enables a designer to understand the other quicker, and the cooperation becomes smoother. The result of team work is more consistent. These are strengths that you shall bring forward.

**Interviewer:** *Your comments and suggestions are very valuable, thank you. We hope to see you next time again.*

**Dr. Rauterberg:** You are welcome, thank you.

[translated from Chinese to English by Dr Jun HU]