

# Humans, Computers, and Cognition Annotated Bibliography

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## Required Books

Johnson, J. (2014). *Designing with the mind in mind* (2nd ed.). Elsevier.

This book is largely duplicative of material in the other two books, but contains concrete examples grounded in user interface design. Johnson takes the approach that usability standards derive from basic cognitive principles.

Kahneman, D. (2011). *Thinking, fast and slow*. Farrar, Straus and Giroux.

While a voluminous work, Kahneman presents his theories in an engaging, first person style. Students seemed to appreciate the reading and, overall, rated the material from this book informative and useful.

Ware, C. (2010). *Visual thinking for design*. Morgan Kaufmann.

One of several primary texts used in this course. This well-illustrated book does an excellent job of explaining complex concepts about how the brain works. Received neither positive nor negative feedback from students.

## Optional Reading

Cialdini, R. B. (2003). *Influence: The psychology of persuasion*. Harper Collins.

Excellent accompanying text that references some of the readings selected for this course. Cialdini's framework provides practical heuristics for persuasive design.

Sedivy, J., & Carlson, G. (2011). *Sold on language: how advertisers talk to you and what this says about you*. John Wiley & Sons.

Advertisers are the masters of persuasive messaging. This book presents the science behind the language of advertising.

Thaler, R. H., & Sunstein, C. R. (2009). *Nudge: Improving decisions about health, wealth, and happiness*. Penguin Books.

Thaler and Sunstein's book and blog provide fascinating examples of how framing and context serve as guiderails for user choice.

Weinschenk, S. (2011). *100 things every designer needs to know about people*. Pearson Education.

Bite-sized, easy-to-reference chunks of information about how people think.

## Articles Assigned

Christakis, N. A., & Fowler, J. H. (2009). [Chapter 1](#). In *Connected: The surprising power of our social networks and how they shape our lives* (pp. 3–32). Little, Brown.

The suprising effect of social networks on behavior.

Clark, H. (1996). [Chapter 1](#). In *Using language* (pp. 3–25). Cambridge University Press.

How language works in conversational interaction.

Damasio, A. R. (2004). Emotions and feelings. In *Feelings and emotions: the amsterdam symposium* (pp. 49–57).

Damasio explains how feelings are perceived emotional states. Students, overall, found Damasio's writing style esoteric.

Duranti, A. (1997). *Linguistic Anthropology*. Cambridge University Press.

Chapter 4: Ethnographic methods

Glasow, P. A. (2005). *Fundamentals of Survey Research Methodology* (Tech. Rep. No. MP 05W0000077). The MITRE Corporation.

A general overview to survey research.

Gliner, J. A., Morgan, G. A., & Leech, N. L. (2011). *Research methods in applied settings: An integrated approach to design and analysis*. Routledge.

Chapters 1-3 assigned. Chapter 1 focuses on the purpose of research and describes a general framework mapping research questions to approaches used in quantitative research. Chapter 2 addresses the process of conducting research. Chapter 3 is concerned with hypotheses, variables, and general types of statistics.

Goffman, E. (1979). [Footing](#). *Semiotica*, 25(1-2), 1–30.

A theory of footing, or conversational shifts, and the affect on thinking.

Hall, E. T. (1989). [Chapter 3](#). In *Beyond culture* (pp. 85–103). Anchor.

High context versus low context cultures and potential implications for design.

Nadal, M., & Skov, M. (2015). [Neuroesthetics](#). In *International encyclopedia of the social & behavioral sciences* (2nd ed., Vol. 16, pp. 656–663). Elsevier.

Introduction to neurology of esthetics.

Oinas-Kukkonen, H., & Harjumaa, M. (2008). [A systematic framework for designing and evaluating persuasive systems](#). In *International conference on persuasive technology* (pp. 164–176).

A framework for assessing persuasiveness in user interaction design.

Salkind, N. J. (2010). Research design. In L. M. Given (Ed.), *The sage encyclopedia of qualitative research methods* (pp. 1260–1261). Sage Publications.

This reading contains a chart that illustrates how a research hypothesis implies a substantive hypothesis implies individual study hypotheses.

Thaler, R. H., Sunstein, C. R., & Balz, J. P. (2014). [Choice architecture](#).

How the presentation of choice impacts decision-making.

## Critical Review (Students Select One Article)

- Baumeister, R. F., Bratslavsky, E., Muraven, M., & Tice, D. M. (1998). [Ego depletion: Is the active self a limited resource?](#) *Journal of personality and social psychology*, 74(5), 1252.
- Bransford, J. D., Barclay, J. R., & Franks, J. J. (1972). [Sentence memory: A constructive versus interpretive approach.](#) *Cognitive psychology*, 3(2), 193–209.
- Bransford, J. D., & Johnson, M. K. (1972). [Contextual prerequisites for understanding: Some investigations of comprehension and recall.](#) *Journal of verbal learning and verbal behavior*, 11(6), 717–726.
- Brieber, D., Nadal, M., & Leder, H. (2015). [In the white cube: Museum context enhances the valuation and memory of art.](#) *Acta psychologica*, 154, 36–42.
- Christakis, N. A., & Fowler, J. H. (2007). [The spread of obesity in a large social network over 32 years.](#) *New England journal of medicine*, 357(4), 370–379.
- Danziger, S., Levav, J., & Avnaim-Pesso, L. (2011). [Extraneous factors in judicial decisions.](#) *Proceedings of the National Academy of Sciences*, 108(17), 6889–6892.
- Fischhoff, B., Slovic, P., & Lichtenstein, S. (1977). [Knowing with certainty: The appropriateness of extreme confidence.](#) *Journal of Experimental Psychology: Human perception and performance*, 3(4), 552.
- Fowler, J. H., & Christakis, N. A. (2008). [Dynamic spread of happiness in a large social network: longitudinal analysis over 20 years in the Framingham Heart Study.](#) *Bmj*, 337, a2338.
- Johnson, E. J., Bellman, S., & Lohse, G. L. (2002). [Defaults, framing and privacy: Why opting in-opting out.](#) *Marketing Letters*, 13(1), 5–15.
- Langer, E. J., Blank, A., & Chanowitz, B. (1978). [The mindlessness of ostensibly thoughtful action: The role of "placebic" information in interpersonal interaction.](#) *Journal of personality and social psychology*, 36(6), 635.
- Masuda, T., & Nisbett, R. E. (2001). [Attending holistically versus analytically: Comparing the context sensitivity of Japanese and Americans.](#) *Journal of personality and social psychology*, 81(5), 922–934.
- Masuda, T., & Nisbett, R. E. (2006). [Culture and change blindness.](#) *Cognitive Science*, 30(2), 381–399.

- McQuarrie, E. F., & Phillips, B. J. (2005). Indirect persuasion in advertising: How consumers process metaphors presented in pictures and words. *Journal of advertising*, 34(2), 7–20.
- Peterson, L., & Peterson, M. J. (1959). Short-term retention of individual verbal items. *Journal of experimental psychology*, 58(3), 193.
- Simons, D. J., & Levin, D. T. (1998). Failure to detect changes to people during a real-world interaction. *Psychonomic Bulletin & Review*, 5(4), 644–649.
- Strack, F., & Mussweiler, T. (1997). Explaining the enigmatic anchoring effect: Mechanisms of selective accessibility. *Journal of personality and social psychology*, 73(3), 437.
- Tyler, M., & Spivey, M. (2001). Spoken language comprehension improves the efficiency of visual search. In *Proceedings of the 23rd annual conference of the cognitive science society* (pp. 1060–1065).
- Wason, P. C. (1968). Reasoning about a rule. *The Quarterly journal of experimental psychology*, 20(3), 273–281.