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Human Computer Interaction

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Assignment 3

The IKEA effect.

What is the ikea effect? The ikea effect is the bias where if you do something yourself you immediately think of it more highly in the sense that it has more value than someone who has done something similar but instead, they made it (Laurinavicius, T.). The same thing not only applies to making something yourself but something you have built that someone else made, for example, building an IKEA chair, all you're doing is assembling it but someone else actually made it. This bias makes you think because you put in some amount of effort it is inherently better than everyone else's, even if they assembled or built the same IKEA chair or same GitHub repository. When we look deeper at the IKEA effect, a person builds something and then they have an emotional attachment to it which may make them think differently of something rather than looking at it objectively (Laurinavicius, T.). The only way to beat the IKEA effect is to try to look at yourself and what you built objectively, be more mature than having an emotion attachment to something simply because you assembled it (Laurinavicius, T.).

The IKEA effect can pose significant impacts towards designing something such as a website because we are no longer looking at it objectively. An example of the threat the IKEA effect poses against design is: if we are in a team of website designers and we are assigned to work together you make a page on the website and then someone else looks at it and makes changes to it which they have permission to do. However, you get defensive of your page and these changes they made because you made it and it has to have higher value than them and the changes they made to it, even though the changes they did made it looks objectively better looking. Another example of the IKEA effect is if we are assigned to make a web application's front-end, and another person is also assigned to do the same thing so that their boss can get different views of how it looks. However, when they present the two designs the other person's clearly looks better but you made yours so it has to be better than theirs. You can't look at it objectively of who's is better because you made one and it has to be better than theirs because you made it. Both of these examples show significant impact on the design and design process of a website or application.

The Dunning-Kruger effect.

What is the dunning-kruger effect? The dunning-kruger effect shows that an underskilled person thinks more highly of their skills or overestimates their skills and an overskilled person thinks too low of their skills or underestimates their skills (Laurinavicius, T.). In other words, this effect shows that the person who is least competent will rate their skills more highly than the person who is more competent. This effect has very large impacts not

only in design but in the entire design process and throughout the entire website, application, or what is being developed. In order to avoid the dunning-kruger effect everyone has to look at themselves honestly and evaluate their own skills and see where they need to improve and what they are doing good. It is also a good idea to have another person who can look at your work objectively and your skills objectively so that they can tell you how you are performing.

An example of the dunning-kruger effect on web design is if we are working in a company and there is a very experienced person in design and there is an inexperienced person. They are both offered to handle a significant portion of the design which is very complex, however, the experienced person turns it down because they don't think they can handle it, and the inexperienced person thinks that they can handle it. This then can lead to major delays and parts of the website that they made nonfunctional and unoptimized whereas the experienced person could have done it very easily, but they didn't they highly of themselves enough to do it. The experienced person would have made the website part much more optimized, look better, and everything function properly.

The Anchoring effect.

What is the anchoring effect? The anchoring effect is a more unique bias than often seen, it is the idea that we will heavily rely on the first piece of information we get rather than looking at all pieces of information when making a decision, the first piece of information we get may not even be relevant to the decision (Laurinavicius, T.). The anchoring effect can be used positively in a business, saying something is the "most popular" selling item, but they then

don't look at any other piece of information such as the price or quantity or quality of the item, just that it is the "most popular" (Laurinavicius, T.). However, it can also be bad in things such as website design or trying to fix bugs. To try to avoid the anchoring effect we have to take our item when looking at anything and be patient, fully review or read everything and not make a decision based on the first thing we see.

An example of the anchoring effect in how it impacts website design is let's say we have a bug or error in the functionality of our website. We then look at the code and think we've found the problem so we spend hours trying to solve it, but we overlooked what the actual, more obvious problem is. We can also have this effect in regular design, for example, we hear someone tell us that we have to make our website look a certain way because it's starting to become incredibly popular, however, we don't realize that it might actually not be or may not be efficient or optimized. Unfortunately, we then spend hours redesigning the website and our traffic goes down on the website and we can't figure out why, we think we just made a huge change that everyone likes but in reality, people don't like it at all, it's slow, and it's difficult to use.

References

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