According to Dix, the HCI has two sides, one academic and other focused on the design side. They work together and mix it to create a more complex discipline which includes not only technologic focuses, but also cultural focus. HCI is the study of the design and use of interactive systems, with a focus on understanding how people interact with technology and how to design systems that are more usable and effective for the user. Dix also emphasizes that HCI should be multidisciplinary and incorporate knowledge from fields such as cognitive psychology, computer science, and sociology. He also stresses the importance of considering the social and cultural context of technology use in the design process.

It focuses on people, on real situations and makes sense to what people needs. The social/cultural focus on this field is needed to fulfill the needs of the people who needs problems to be solved, and, for doing that in the best way and with the best possible flow, a great way on how the people interacts with the different types of technology that have on their hand is very necessary to help us in a better way.