
Designing with the Mind in Mind

CHAPTERS 10, 11 AND 12

READING SUMMARY

GURPREET SINGH
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CS4474

Chapter 10

Learning From Experience

Three Brains

The old brain categorizes everything into edible, dangerous, or sexy and regulates the body's automatic functions. The mid brain controls emotions and reactions to events. The new brain controls conscious activity including planning.

When we run into a situation, all three brains decide how we react and our actions. The old brain and mid brain react faster than the new brain.

Chapter 11

Many Factors Assist Learning

Chapter 12

Time Requirements Exist