

Human-Computer Interaction

COMS30029

aka **#HCI_Theory**

Oussama Metatla and Dan Bennett

Week 3: 3rd Wave

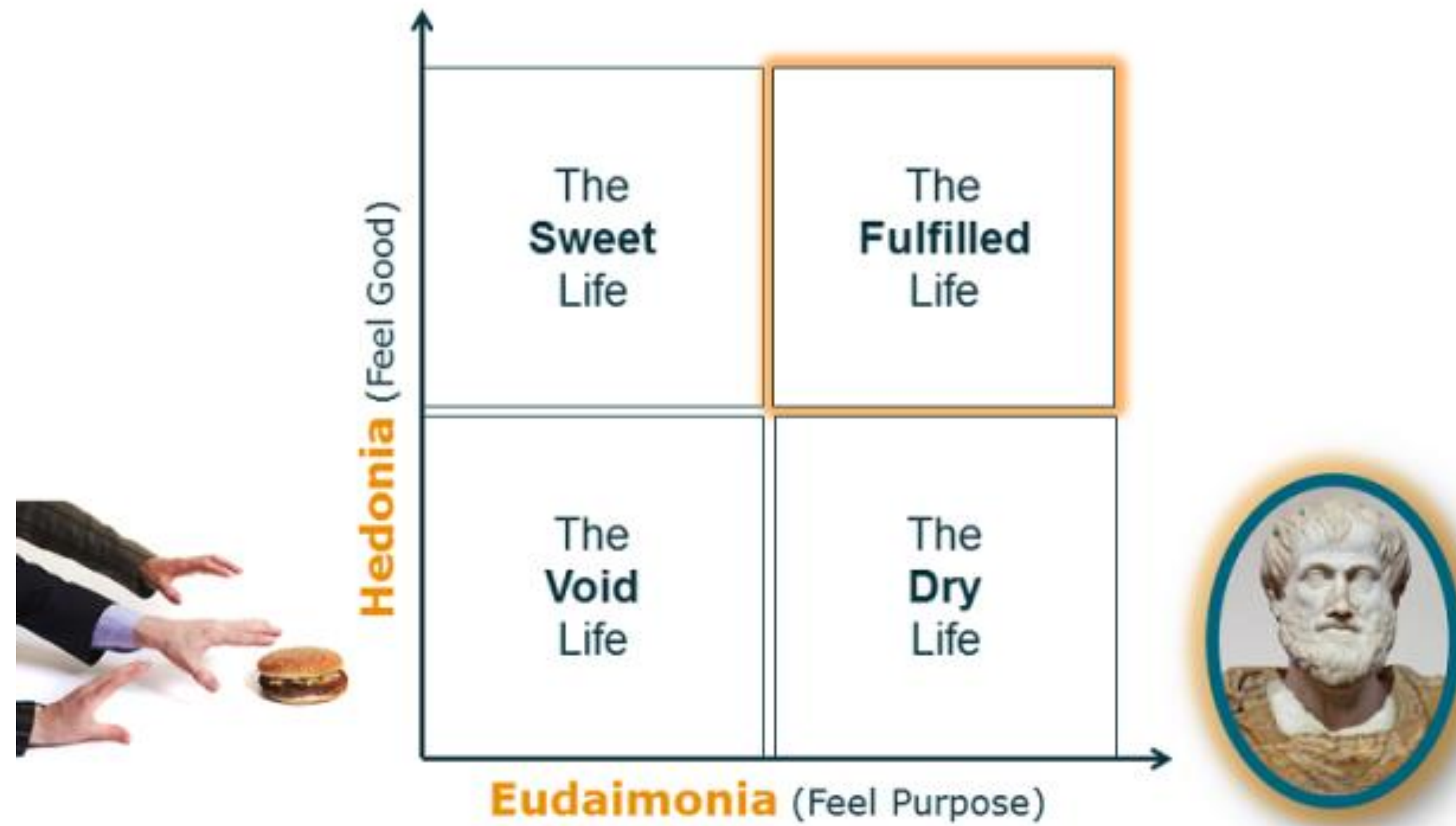
Chunk 2: Hedonism & FUN

Week 3: 3rd Wave

Chunk 3: Self Determination Theory

Meaning, Wellbeing, Old Greek Dudes

Beyond Hedonia: Eudaimonia

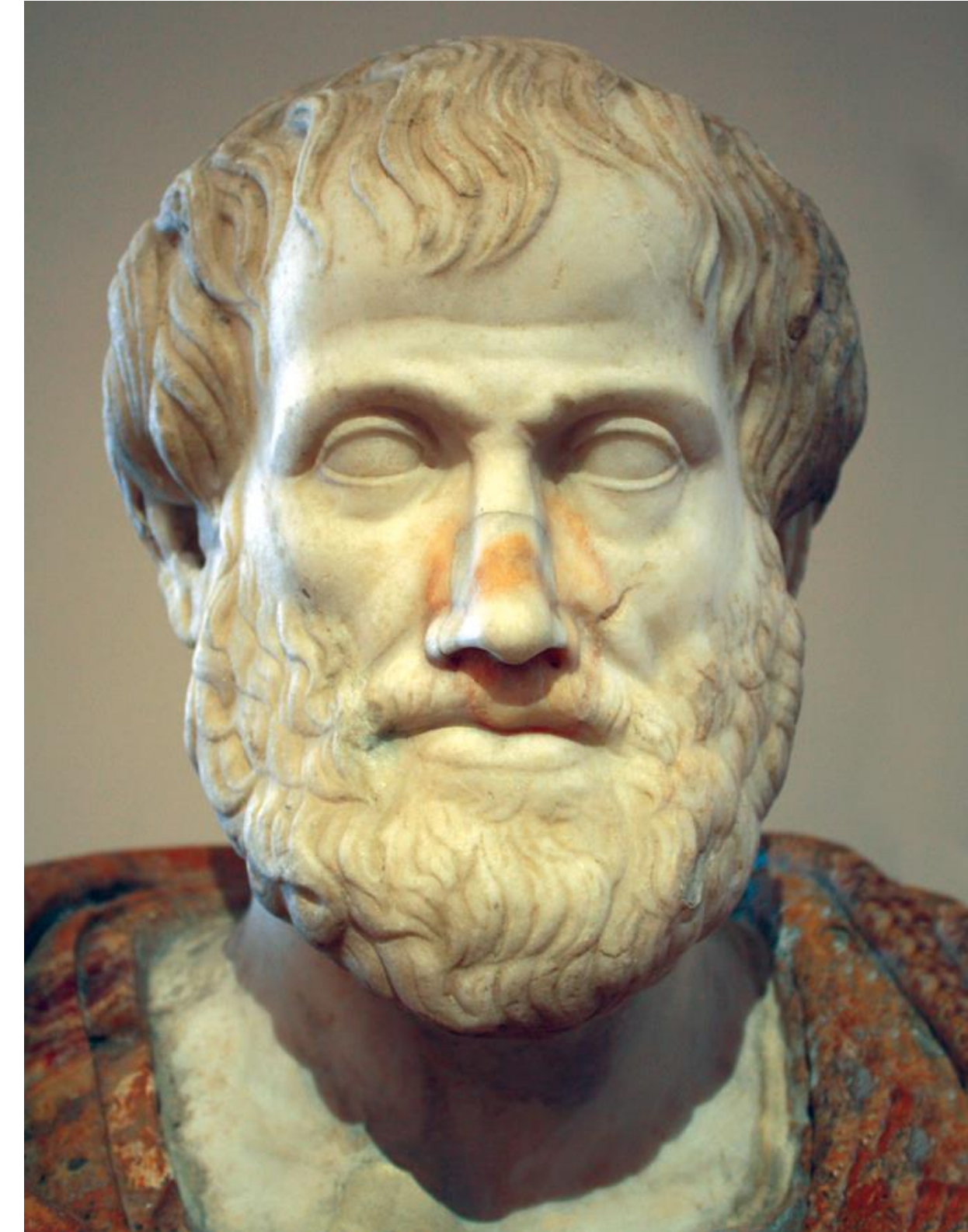


Beyond Hedonia: Eudaimonia

**Socrates would've been CANCELED today,
Florida lawmaker says – and Twitter goes
bananas**

21 May, 2021 16:03

[Get short URL](#)



What is Eudaimonia?

wise, complete and balanced

Understand what is
good in life

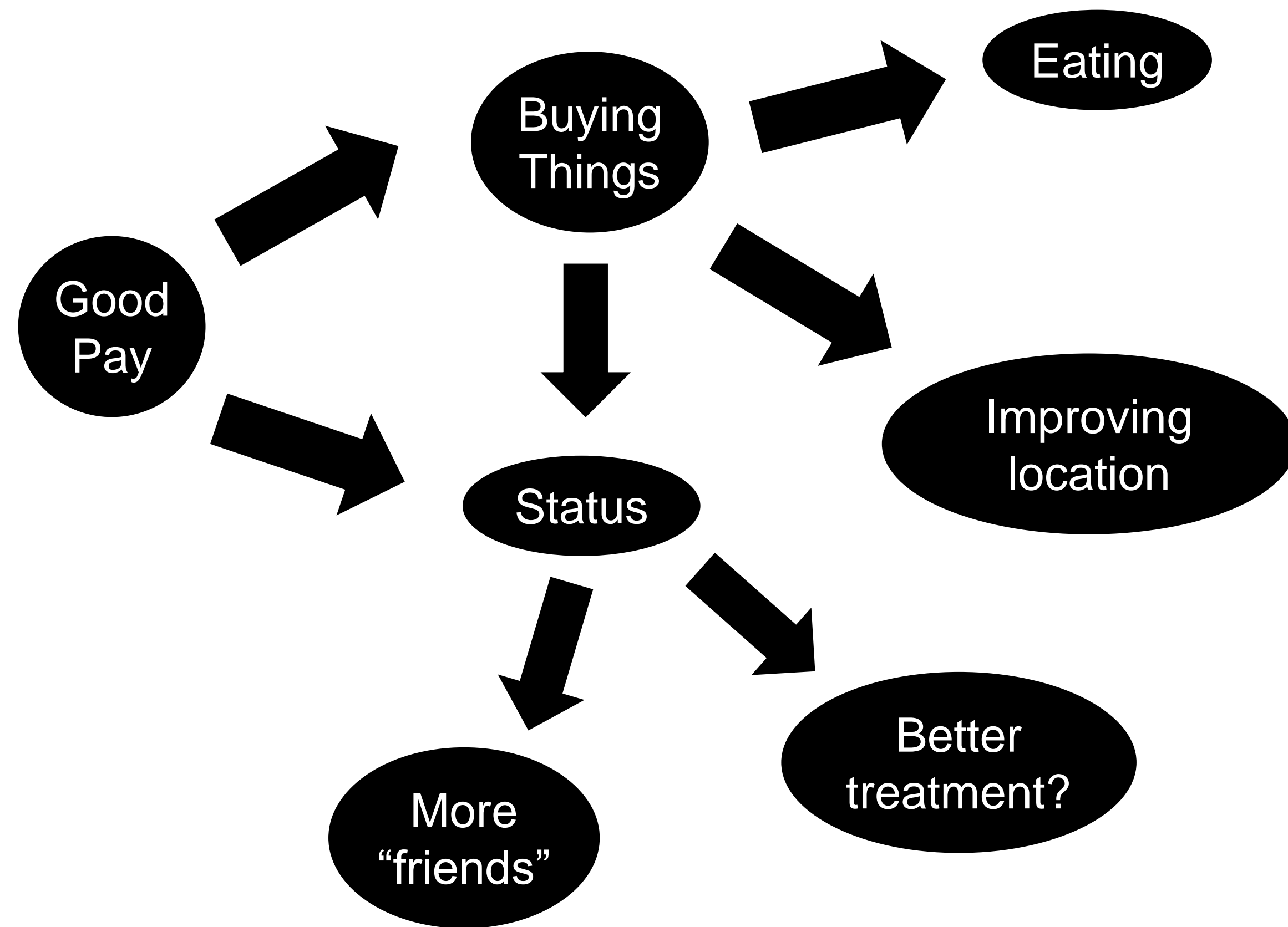
Ensure all these goods are
represented in our life

Ensure that all these goods
are kept in harmony

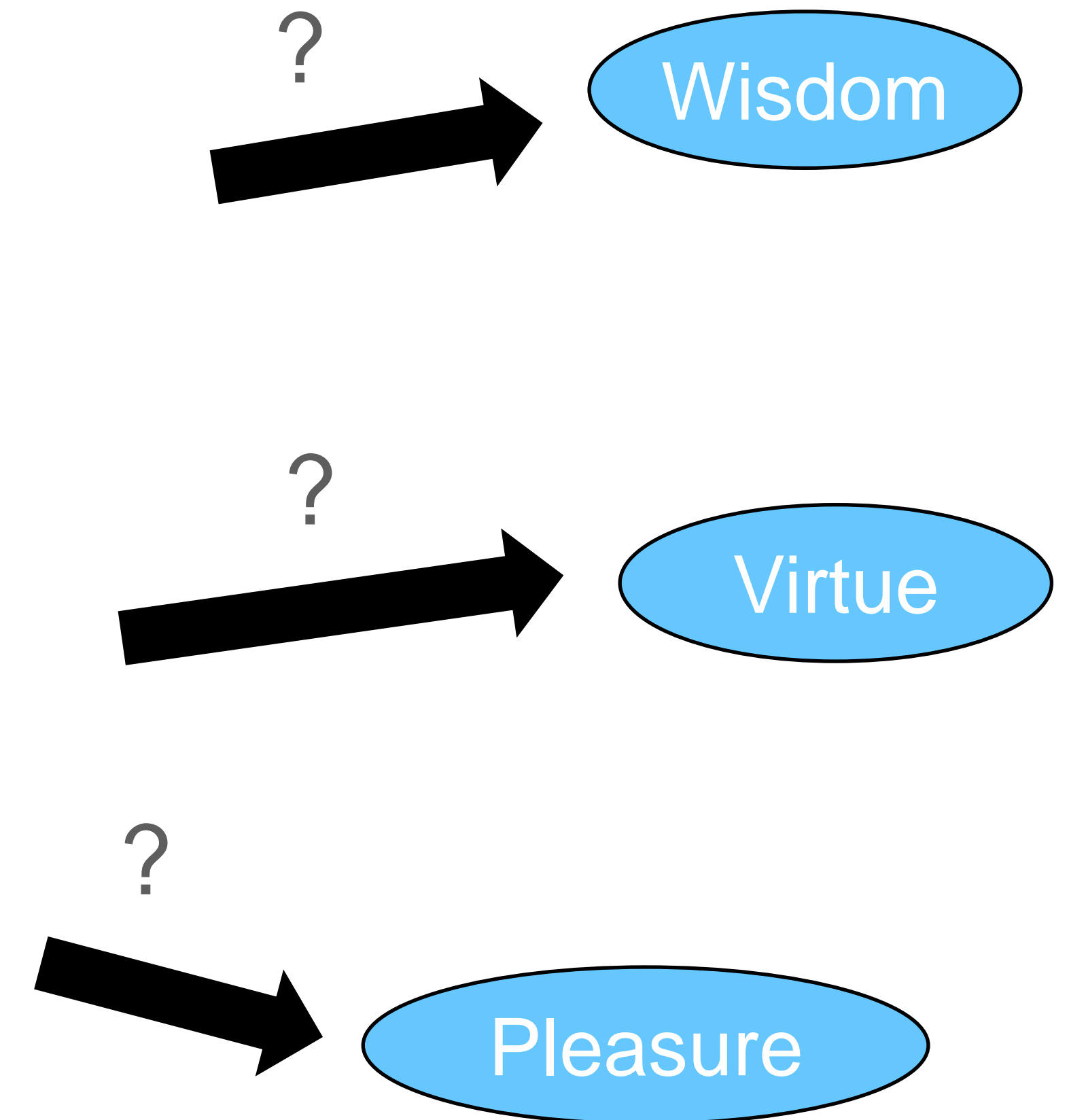
Focus on Intrinsic Goods

- **Extrinsic** – good for the sake of something else
- **Intrinsic** – Good for their own sake

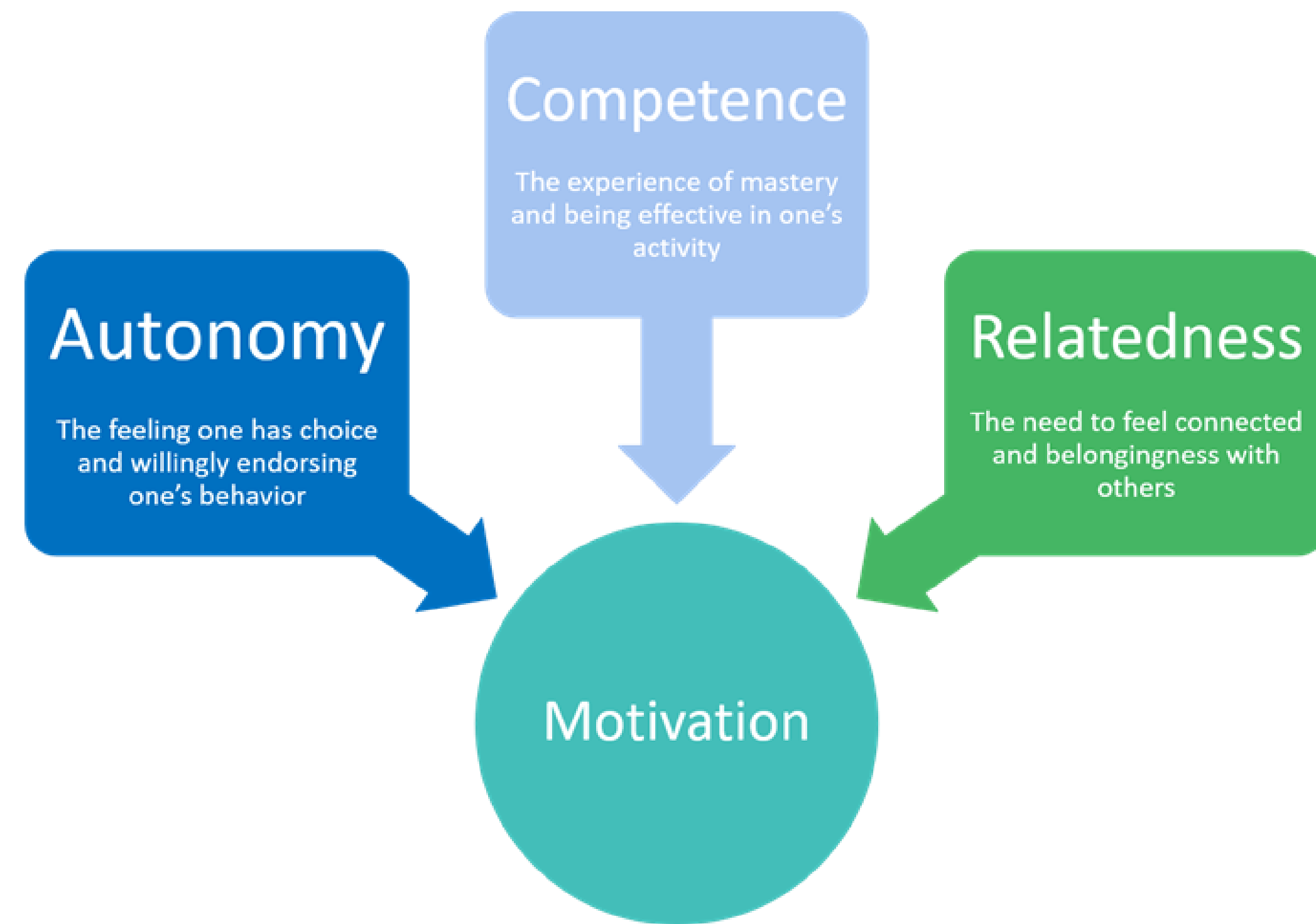
Extrinsic and Intrinsic



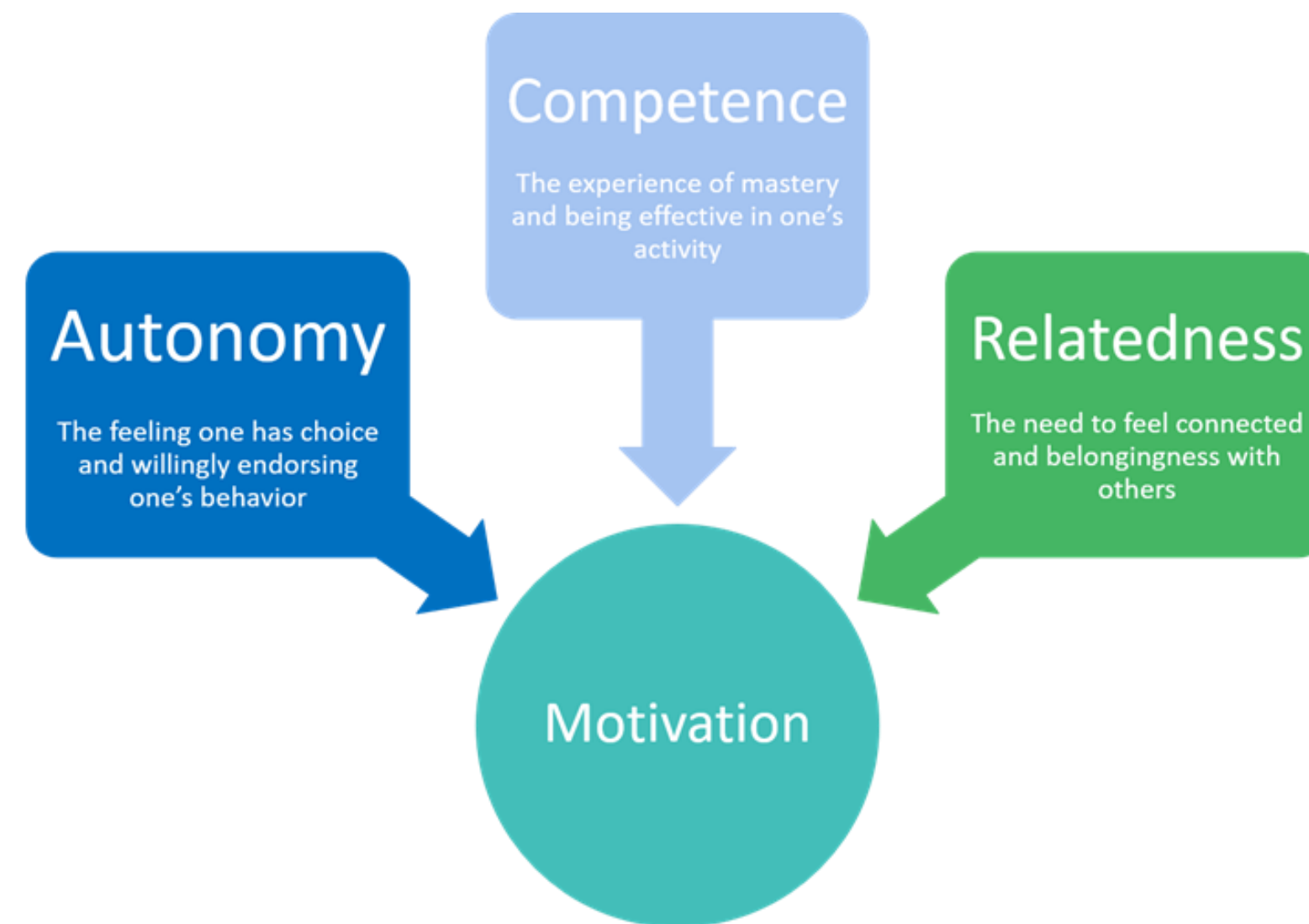
[...]



Self Determination Theory

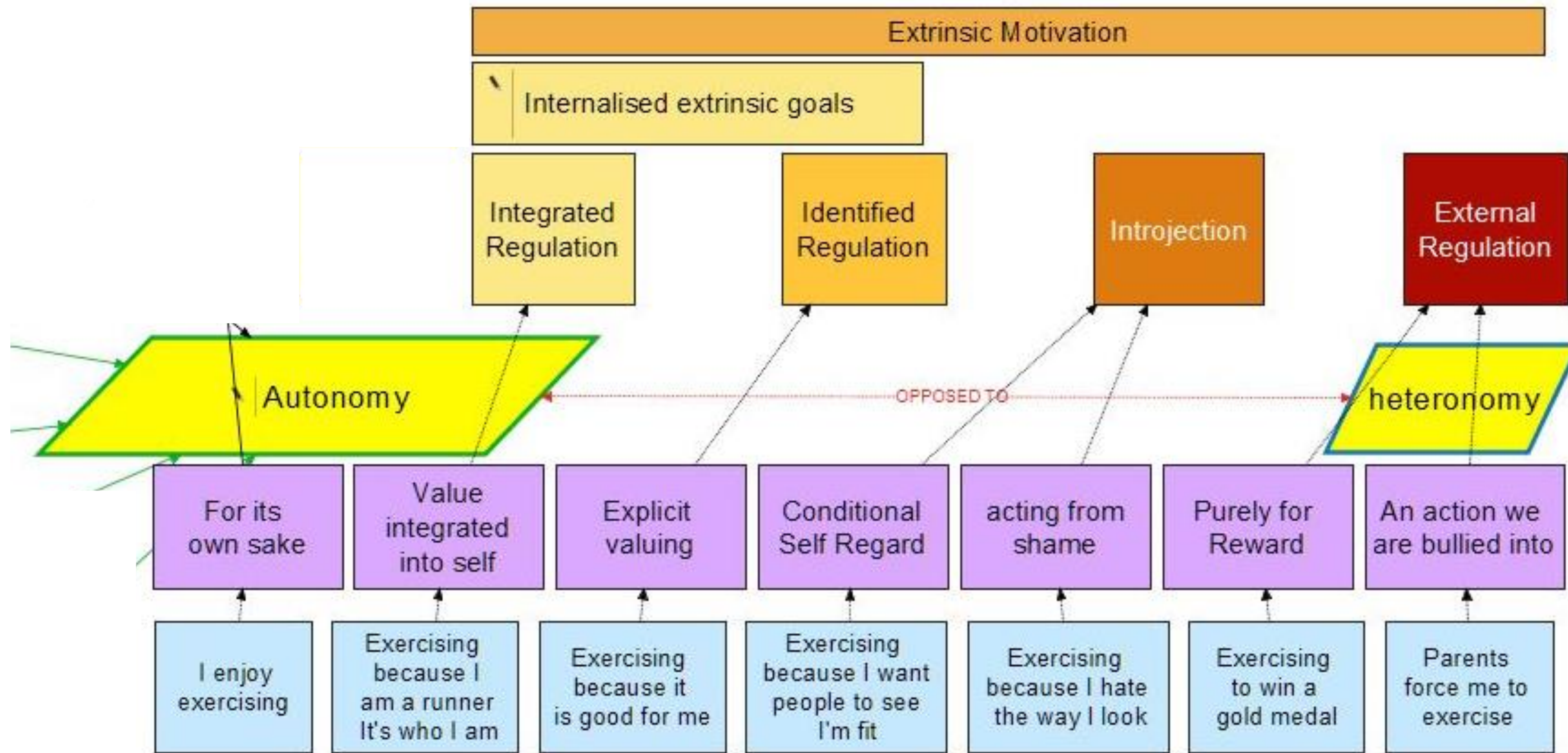


Intrinsic and Extrinsic in SDT



- **Intrinsic** – Satisfies Basic Needs. Always motivating, always experienced as autonomous
- **Extrinsic** – good for the sake of something else. Can be highly motivating and autonomous, or not ... depending on context-in-life

Extrinsic Motivation in SDT



Self Determination Theory in HCI Design



Designing a Fitness Tracker?

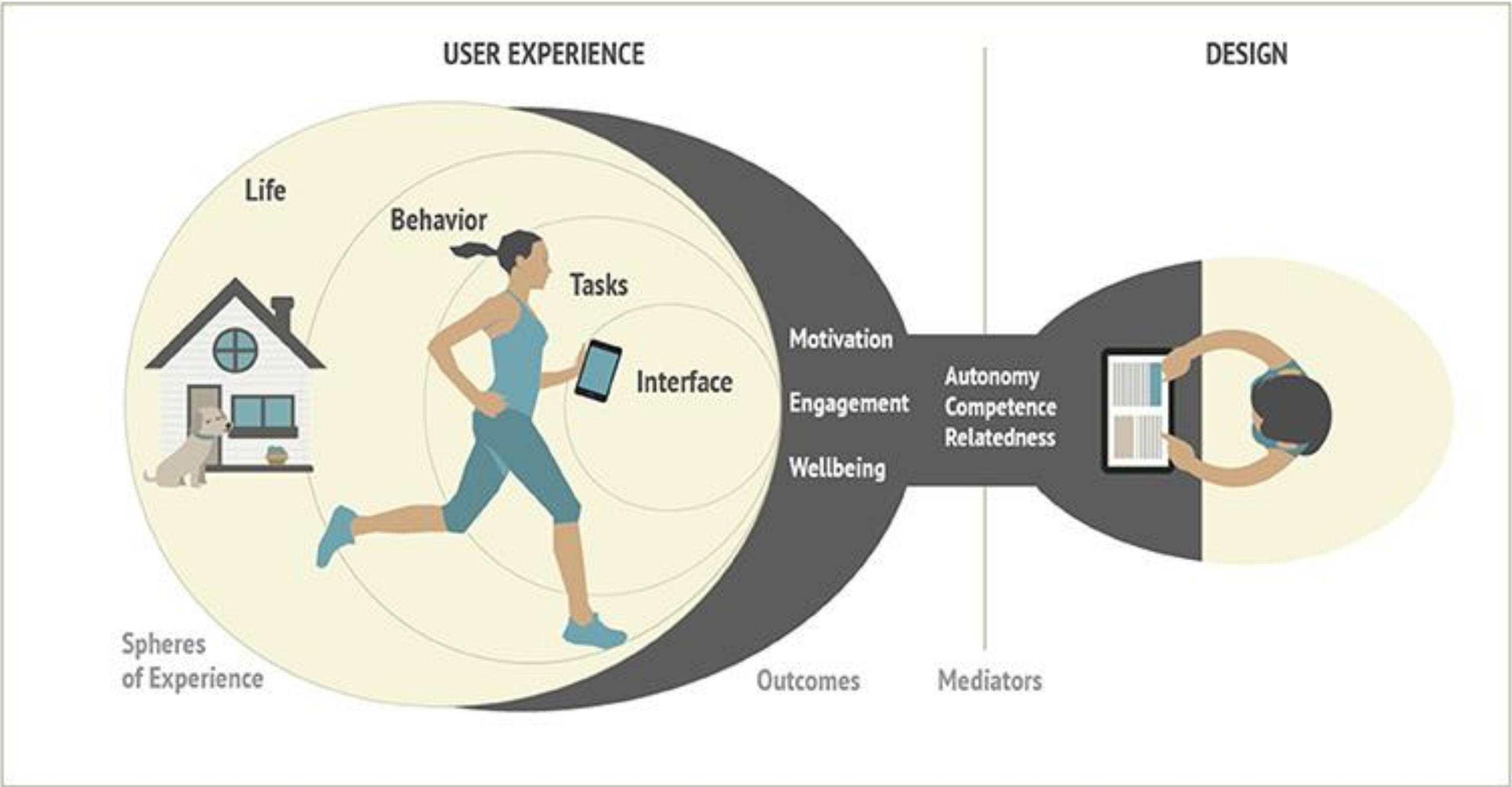
- **Avoid external pressure**
- **Avoid rewards**
- **Informational feedback to support sense of competence**
- **Support identification with the activity**
- **Support relatedness**
- **...?**

Self Determination and UX

exercise days, exercise duration, age and exercise mode.

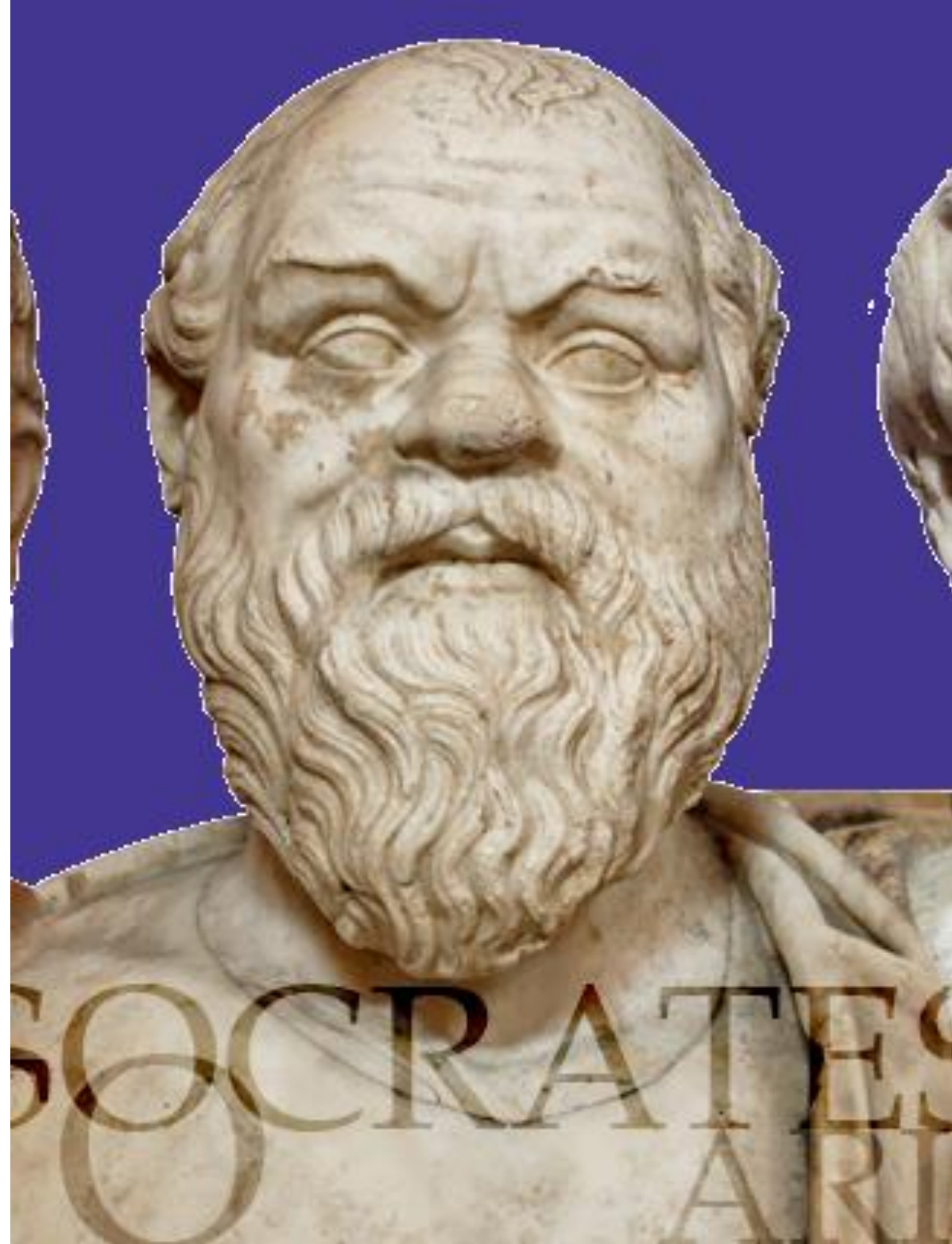
	Main effects				Interaction effects	
	Gender	Age	Exercise duration	Exercise mode	Age x exercise duration	Exercise days x exercise mode
	F	F	F	F	F	F
Amotivation	.30	.52	9.91**	.88	1.15	4.78*
External Regulation	.10	.93	9.34**	1.33	.56	.46
Introjected Regulation	.51	3.47*	1.00	6.83**	2.67*	1.97
Identified Regulation	7.52*	15.47	3.89*	9.92**	2.30	1.72
Intrinsic Regulation	12.32**	8.70**	1.27	15.87**	.19	1.22
Multivariate analysis						
Wilks' Lambda	.97	.93	.92	.92	.93	.95
Multivariate F	2.89*	3.35**	3.78**	4.2**	1.6*	2.0*

* p < .01; **p < .001



The METUX framework

Eurocentric View of Happiness?



Next...

Week 5: The 3rd Wave

Chunk 3: Self Determination Theory

**#HCI
_Theory**