Human-Computer Interaction

COMS30029

aka **#HCI_Theory**

Oussama Metatla and Dan Bennett

Week 3: 3rd Wave

Chunk 1: Is This Happiness?

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Understanding “Happiness” (and using it to exploit people?)

3rd wave of HCI

- 1990s-Present(?)
- Beyond efficiency
- Humanistic perspectives, ethics and values
- “Social Conscience”

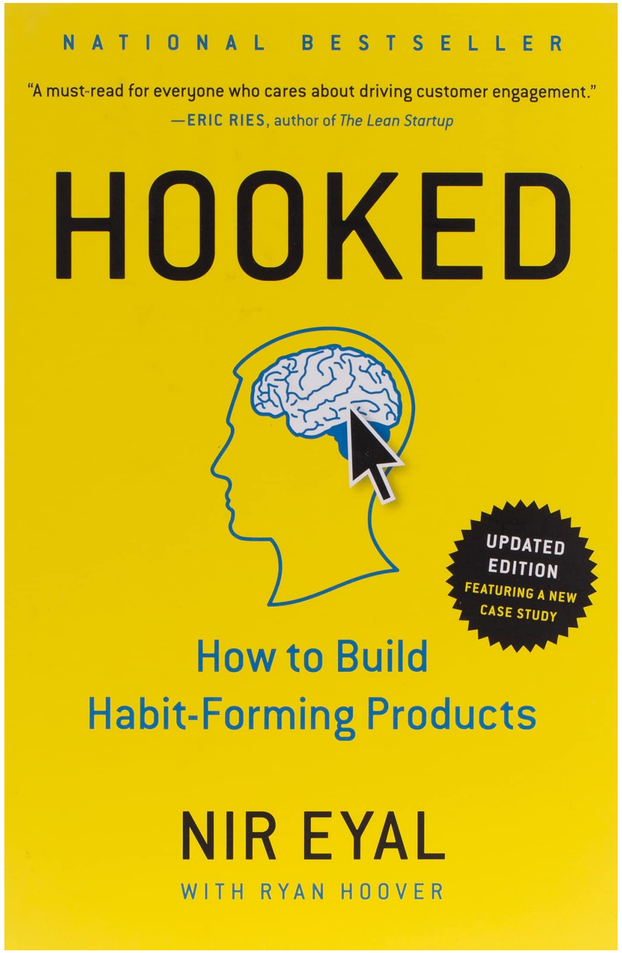
3rd wave of HCI

How we'll cover the 3rd Wave

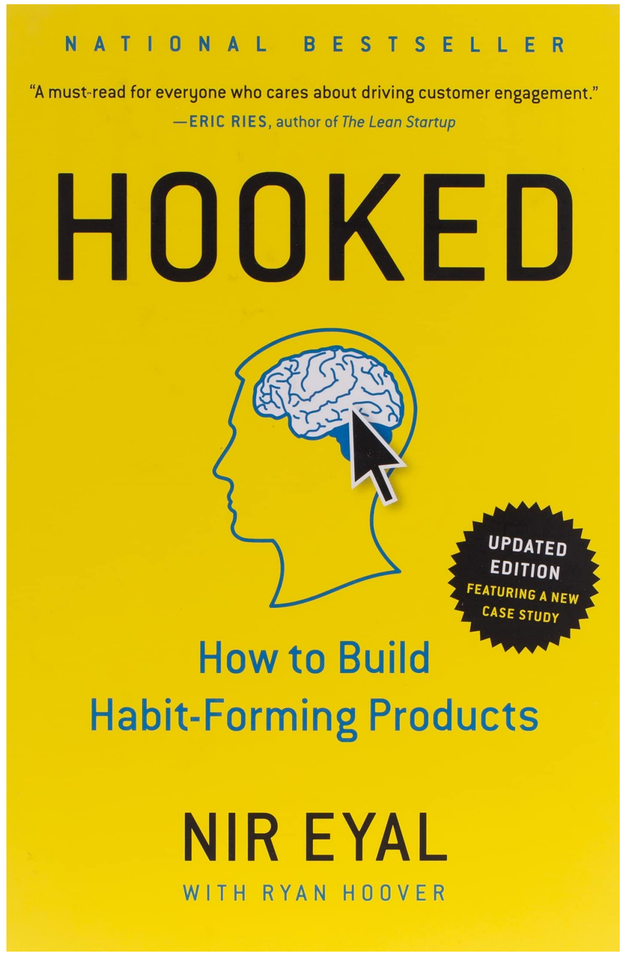
- Starting with local, and individual experience of happiness
- This week – build up to incorporate relatedness to others, and context-of-life
- By the end of next week, a more social perspective

Happiness?

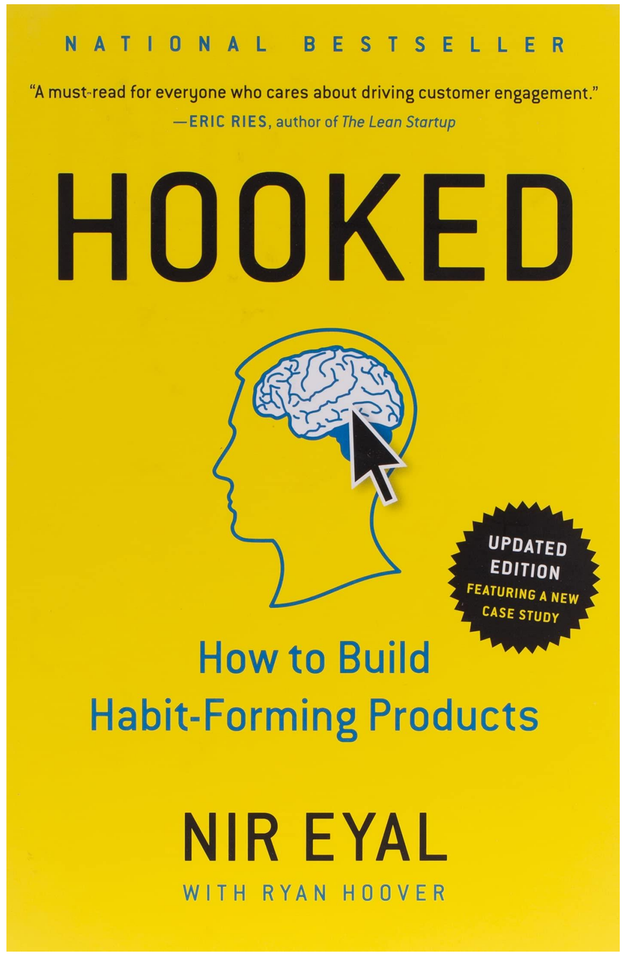
Selling Happiness



https://www.nirandfar.com/how-to-manufacture-desire/



- **TRIGGER**
- **ACTION**
- **VARIABLE REWARD**
- **INVESTMENT**



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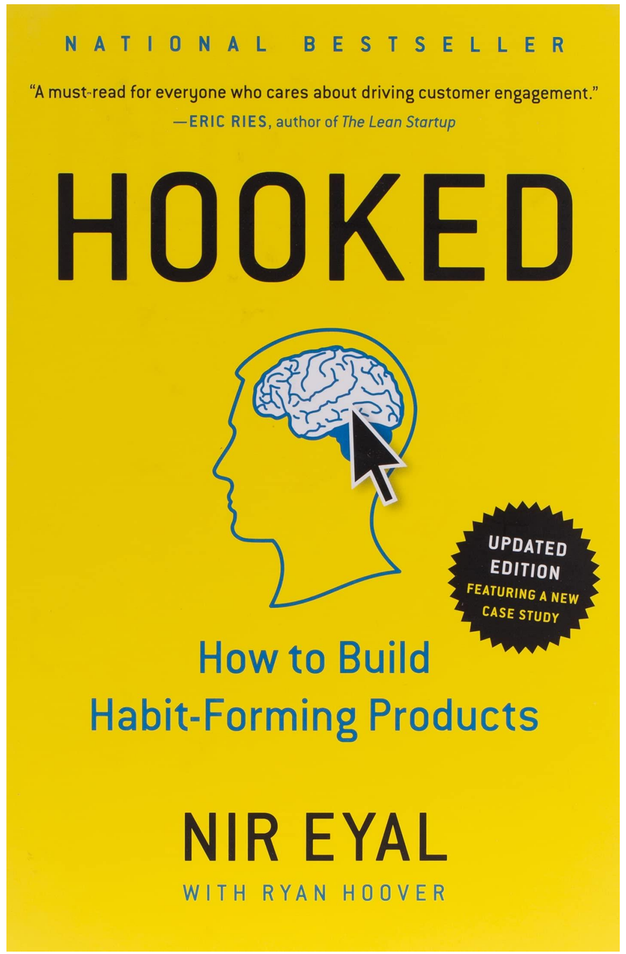

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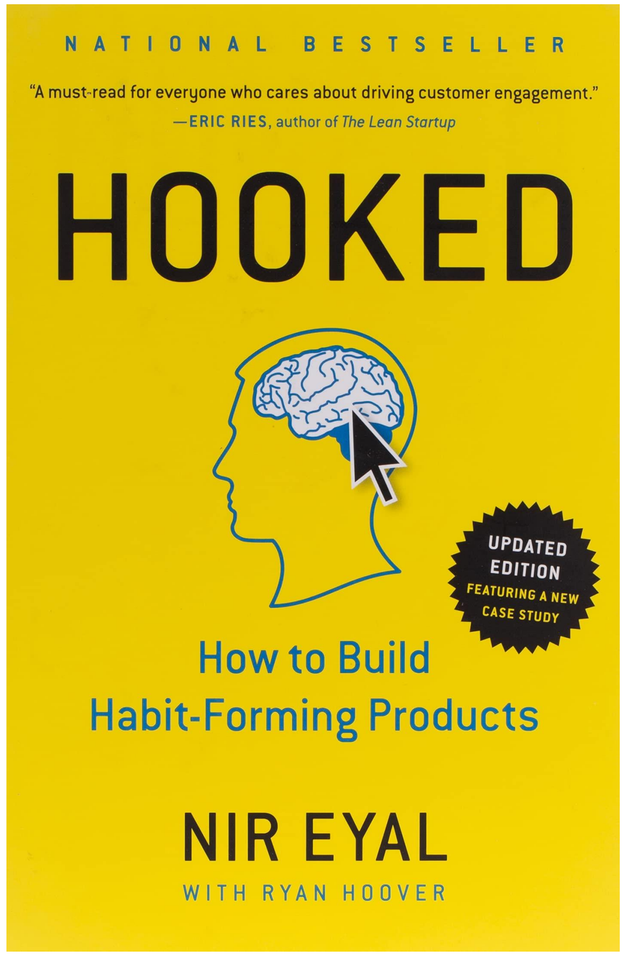

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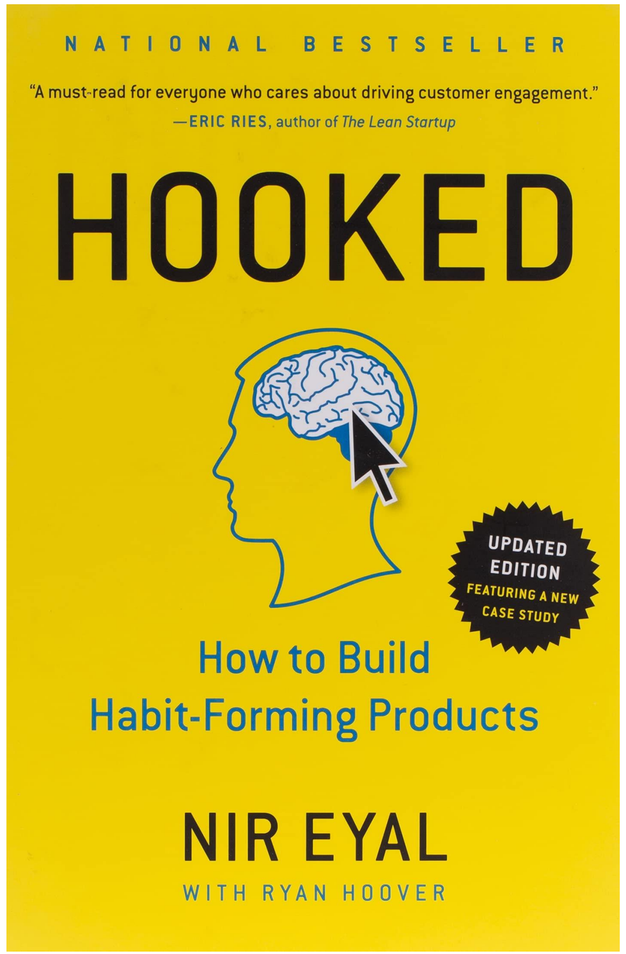

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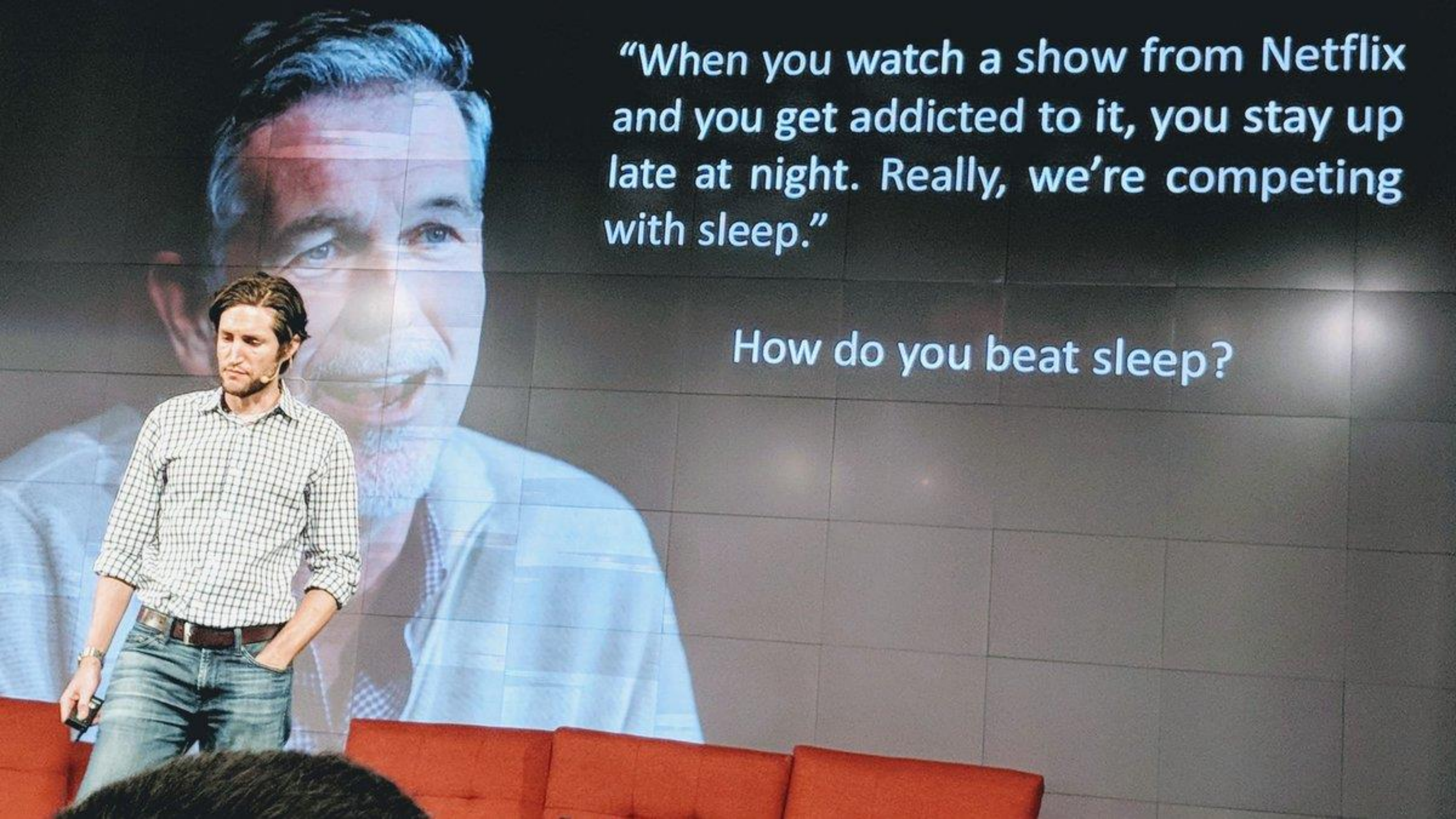
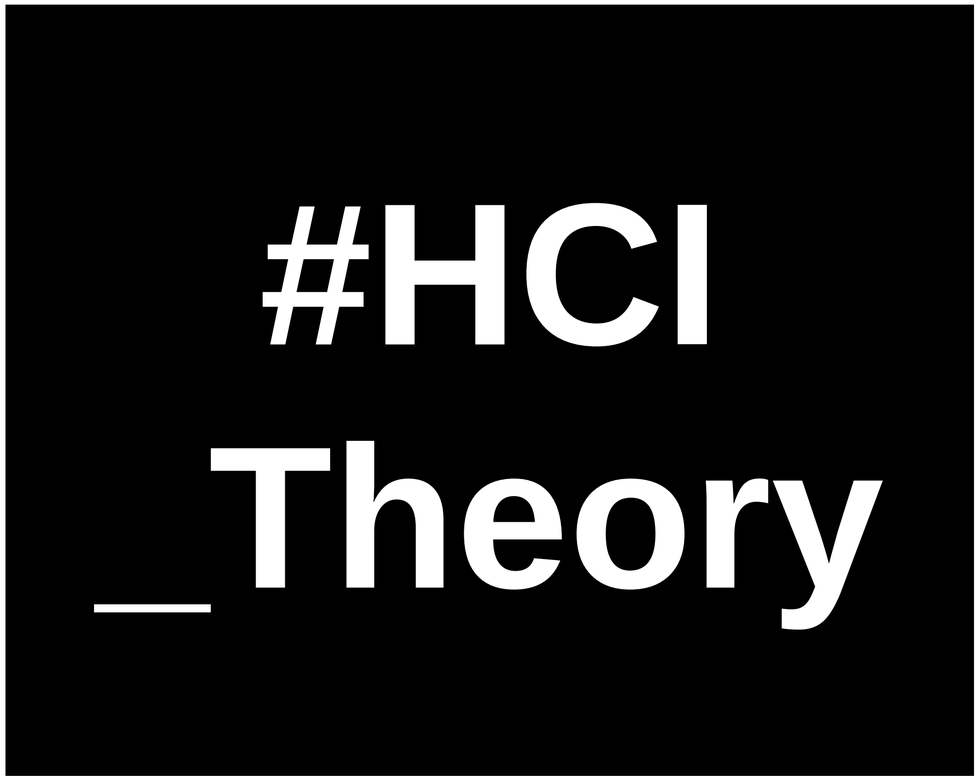

"When you watch a show from Netflix and you get addicted to it, you stay up late at night. Really, we're competing with sleep."
How do you beat sleep?

Next…

Week 5: The 3rd Wave

Chunk 2: Hedonism and FUN


#HCI
_Theory