

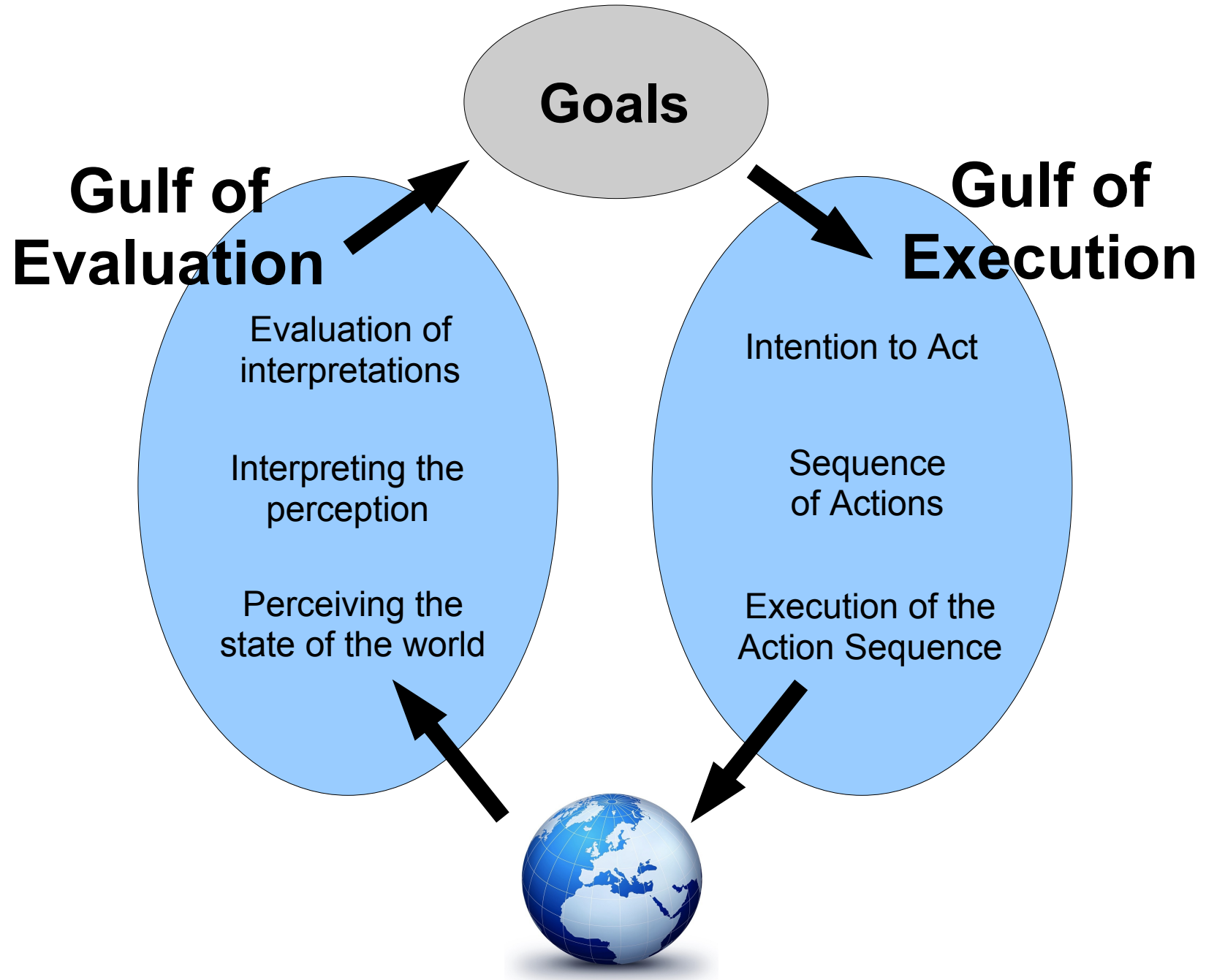
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- Ergonomics (Human factors analysis)?
 - Studying how humans physically interact with physical devices.
 - Designing objects to be better adapted to the shape of the human body.
 - Design of Workplace equipment or how to arrange and design devices, machines, or workspace so that people and things interact safely and most efficiently.

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- Cognitive Psychology (cognition)?
 - Understand the psychological processes involved in the acquisition and use of knowledge by people
 - Perception
 - Attention
 - Memory
 - Learning
 - Thinking
- Cognitive Ergonomics
- Distributed Cognition

Norman's seven-stage model of activity

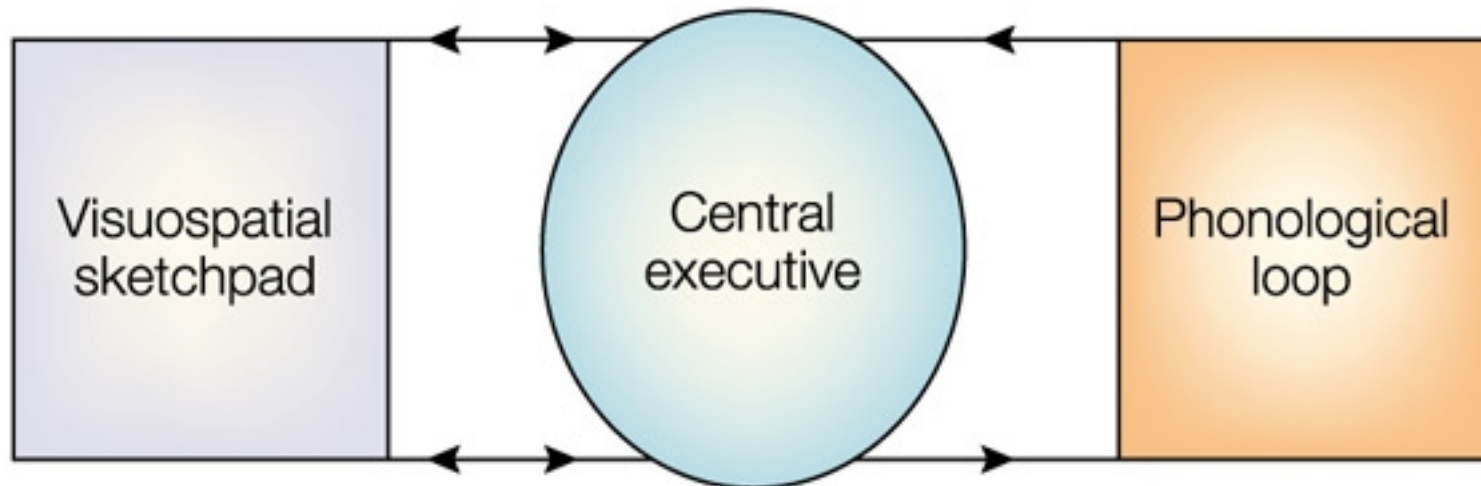


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- Attention?
- Memory
 - Two types?
 1. Working Memory
 2. Long Term Memory

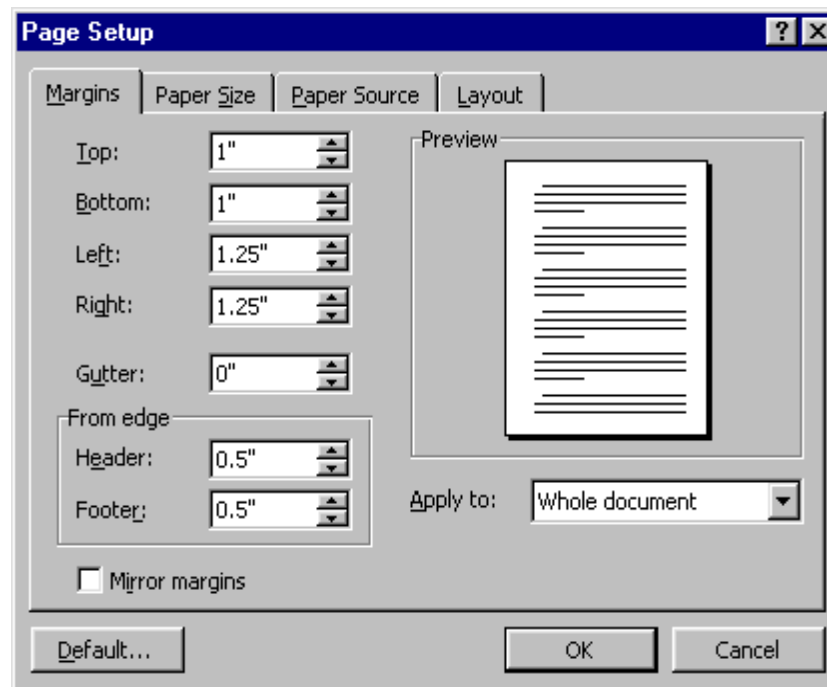
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Working Memory



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- Rehearsal?
- Displacement?
- Serial Position effect (Recency-primacy)?
- Chunking?
 - 98204928482048 / 98,20,49,28,48,20,48

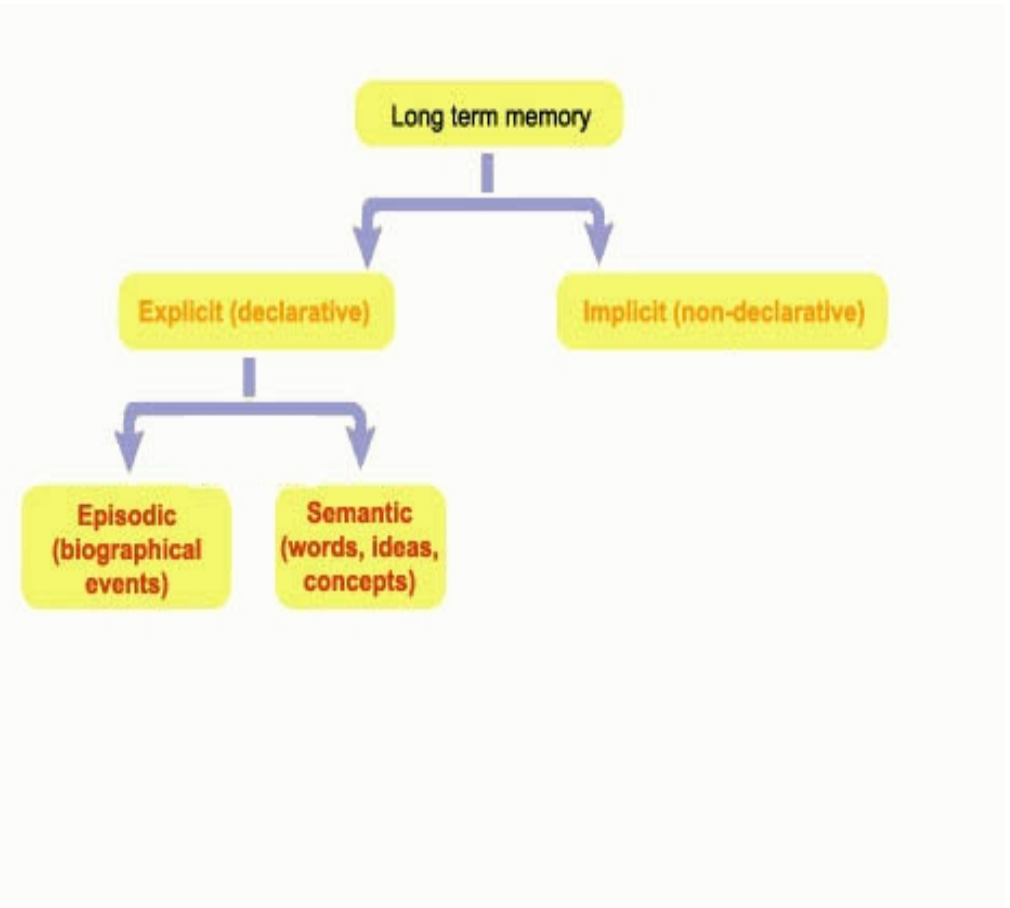


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- Miller's Magic No. 7
 - STM limited to 7 ± 2
 - Was a guiding principle among HCI researchers
 - One Area of relevance is Audio menu's

Long Term Memories

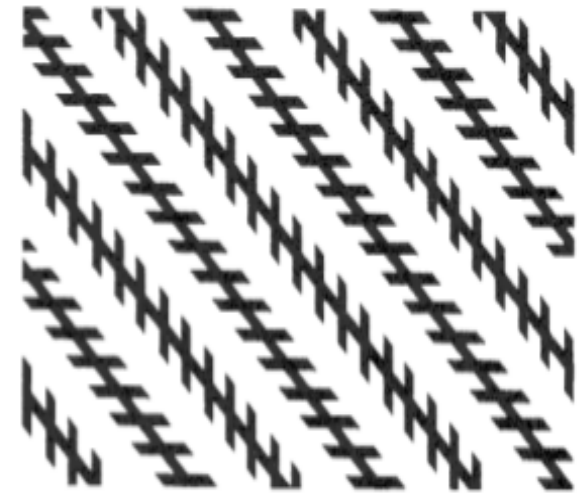
- Declarative Memory
 - Episodic memories
 - Semantic memories
 - Sensitive to meaning / Constructive process
- Implicit Memory
 - Skills



What is Perception?

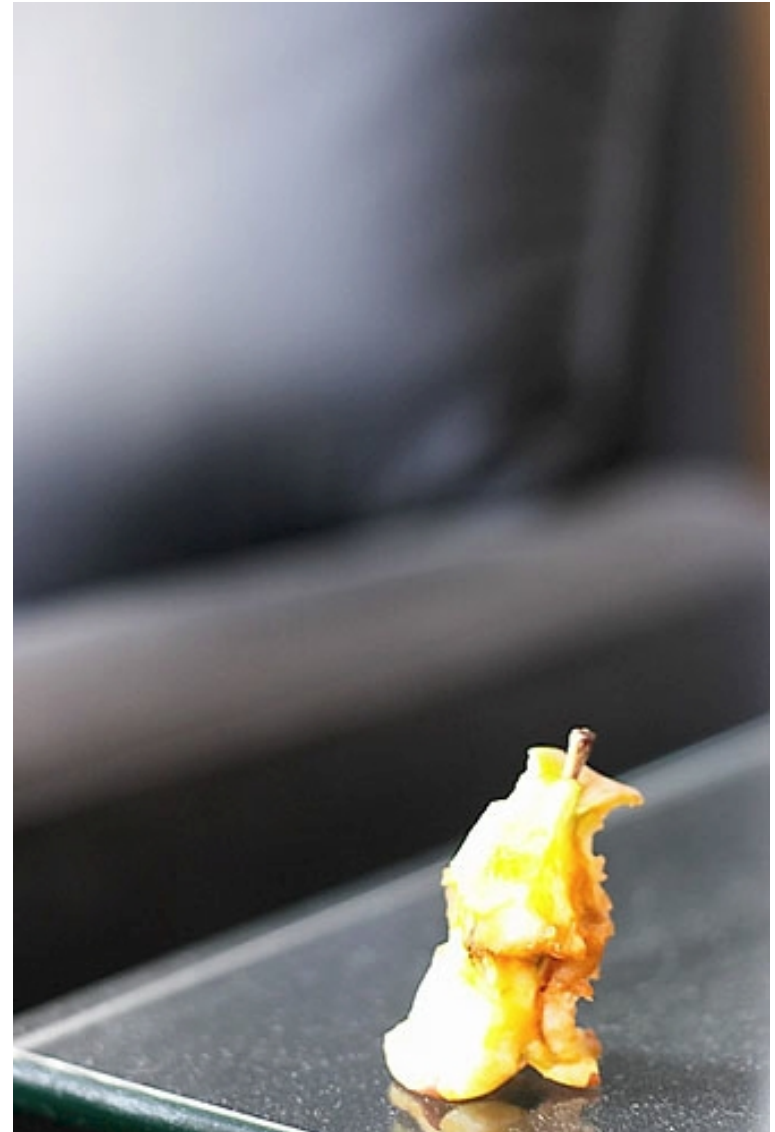
- Sensation?
 - Information from the real world contacts our sensory receptors
 - Early stage of the perceptual process
- Perception
 - Latter stages of perceptual process
 - Active process
- Why study perception?

Illusions

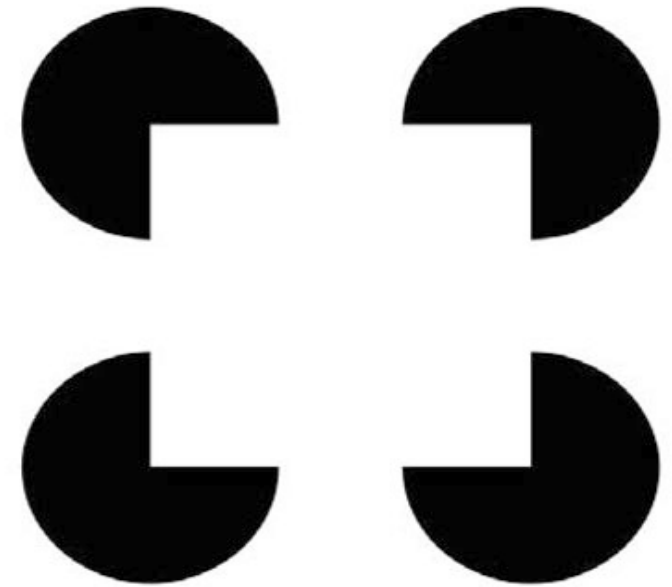


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- Figure and ground

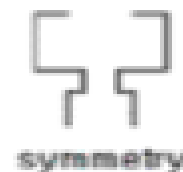


- Top-down / Bottom-up processing



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- Gestalt Approach
 - The whole experience is greater than the sum of its constituent parts
 - We take partial meaning from the environment and fill in the gaps to make meaning





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