

Lec 8

Cognitive Aspects

Cognitive Processes

Omar Hammad

Experiential cognition
vs
Reflective cognition

Cognitive Processes

Attention

Perception

Memory

Learning

Reading

Problem-solving

Decision-making

... and many

**Why study cognition in
a design course?**

• ...

Why study cognition in a design course?

- Give us insights on digital behaviours
- Understand the impacts of design on people human behaviours
- Inform the design of interactions maximize human capabilities and compensate weaknesses

Attention

South Carolina

City	Motel/Hotel	Area code	Phone	Rates	
				Single	Double
Charleston	Best Western	843	747-0961	\$126	\$130
Charleston	Days Inn	843	881-1000	\$118	\$124
Charleston	Holiday Inn N	843	744-1621	\$136	\$146
Charleston	Holiday Inn SW	843	556-7100	\$133	\$147
Charleston	Howard Johnsons	843	524-4148	\$131	\$136
Charleston	Ramada Inn	843	774-8281	\$133	\$140
Charleston	Sheraton Inn	843	744-2401	\$134	\$142
Columbia	Best Western	803	796-9400	\$129	\$134
Columbia	Carolina Inn	803	799-8200	\$142	\$148
Columbia	Days Inn	803	736-0000	\$123	\$127
Columbia	Holiday Inn NW	803	794-9440	\$132	\$139
Columbia	Howard Johnsons	803	772-7200	\$125	\$127
Columbia	Quality Inn	803	772-0270	\$134	\$141
Columbia	Ramada Inn	803	796-2700	\$136	\$144
Columbia	Vagabond Inn	803	796-6240	\$127	\$130

Find the price for a double room at the Quality Inn in Columbia, South Carolina

Pennsylvania

Bedford Motel/Hotel: Crinaline Courts

(814) 623-9511 S: \$118 D: \$120

Bedford Motel/Hotel: Holiday Inn

(814) 623-9006 S: \$129 D: \$136

Bedford Motel/Hotel: Midway

(814) 623-8107 S: \$121 D: \$126

Bedford Motel/Hotel: Penn Manor

(814) 623-8177 S: \$119 D: \$125

Bedford Motel/Hotel: Quality Inn

(814) 623-5189 S: \$123 D: \$128

Bedford Motel/Hotel: Terrace

(814) 623-5111 S: \$122 D: \$124

Bradley Motel/Hotel: De Soto

(814) 362-3567 S: \$120 D: \$124

Bradley Motel/Hotel: Holiday House

(814) 362-4511 S: \$122 D: \$125

Bradley Motel/Hotel: Holiday Inn

(814) 362-4501 S: \$132 D: \$140

Breezewood Motel/Hotel: Best Western Plaza

(814) 735-4352 S: \$120 D: \$127

Breezewood Motel/Hotel: Motel 70

(814) 735-4385 S: \$116 D: \$118

**Find the price of a double
room at the Holiday Inn in
Bradley, Pennsylvania**

which took more time?

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- How effective is it to multitask while having many screens around you?
- multi tasking will increase/reduce people's efficiency based on:
 - the tools
 - the methods
 - the complexity of the task
 - listening to music/podcast .. while doing something else.
 - type of person
 - prefer .. not prefer
 - can or can not.
- in general it will reduce
- what is multi-tasking.

Ability to pay attention while Mult-tasking depends on

Nature of the tasks (Burgess, 2015)

How much attention do each need

Level of multi-tasking (Ophir et al., 2009)

Number of tasks and frequency of switching

**We know about
Attention. So what?**

.....

**We know about
Attention. So what?**

- **Context**
- **Avoid Clutter**
- **Support effective switching**