

TEC 154 2014S, Class 17: Human Factors (2)

Overview

- Preliminaries.
 - Admin.
 - About next week's examination.
- Small group discussions.
- Norman's thesis and the role of each chapter.

Preliminaries

Note Takers

- Note takers (send me five main points): DS and LG.

Admin

- I will not be in class on Friday. While I think you will benefit from reading the remainder of Norman, you are not required to do so.
- Last night's town hall took enough of my time that I was not able to give detailed feedback on this set of questions.
- Extra credit:
 - Royce Wolf concert today at noon
 - Feminist Film Scholar
 - Convo next Wednesday

About Next Week's Examination

- Monday: Review session. A chance to go over what we've learned so far and to ask questions.
- Wednesday: Ten short-answer (sentence or two) questions.
- Friday: One essay, choose a prompt.
- Knowledge "in the world" permitted - One page of *hand-written* notes, turned in on Friday.
 - Double sided
 - 8.5 x 11 INCHES
 - Typed okay for those with writing differences
- You may submit questions for either half of the exam to me by 8 pm Saturday. If I get sufficiently many questions, I will distribute them in Monday and at least two will be on the exam. (Your questions therefore become a form of study sheet.)

Notes from DS

1. Looking at the last question on page one, (starts with "In chapter 3, Norman is discussing light switches") this question emphasizes that functionality does not always reign supreme. Functionality and beauty ARE NOT equally important and this poses a problem. In response to this question, my group implored where is the line drawn between letting one override the other?
2. Looking at the second question on page two (what is the difference between knowledge), this question emphasizes the dichotomy between ingrained vs. learnability. There are many factors that play into something being able to go from one to the other (see chart on page 110).
3. There is a dynamic between a better understanding of technology and psychology. [And what is that dynamic?]
4. Signifiers and feedback go hand in hand and feedback plays a much larger role in the creation of technology than we anticipate.
5. The cheat sheet can be double sided, cannot be typed- unless permission is provided. (pretty valuable information)

Small group discussions

- Read through the list of questions you submitted, pick two or three, and discuss. (Until 8:25)
- Be prepared to report on the following. (< 5 minutes)
 - What is one question you discussed?
 - Why did you choose that question?
 - What should we know from your discussion?

Summarizing Norman

While still in small groups, answer the following

- What is Norman's primary thesis/point/idea?
- What is the primary thesis/point/idea of each chapter?

Primary Thesis

- Anything that goes wrong with technology is the fault of the designer, not the fault of the user. [?]
- Whine whine whine. [?]
- When we build technologies, we should strive to design them in such a way that they work "better" for the user.
 - Fewer errors.
 - "natural"
 - etc.
- When we select technologies, we should consider usability.
- When we use technologies, and things go wrong, we should understand that the fault *may* be as much

in the design as in our use.

- There are a variety of design criteria that help you better achieve that goal.
- Good design is hard.

The Psychopathology of Everyday Things

- Interactions between technology and the user.
- Signifiers and feedback affect the ways that we use things.

The Psychology of Everyday Actions

- We can better understand these things by understanding psychology.
- There's a process of choosing and action and evaluating the result of the action - the seven stages.
- "When you think about design, you should pay attention to these stages" (and pay me a royalty)

Knowledge in the Head and in the World

- Topics: How we remember; How technology relates to that memory.
- Knowledge in the head vs. Knowledge in the world
 - What they are.
 - How we know them - theory.
 - How we express knowledge.
- We are better when we can take advantage of both kinds of knowledge.
 - "Super powerful beings"
 - But what happens when the technology fails?
- As designers, we need to think about the relationships.

Knowing What to Do - Constraints, Discoverability, and Feedback

- There are ways as designers we can tell people what to do with a technology, even if they are not familiar with it.
- There are also four constraints
 - Physical
 - Semantic
 - Cultural
 - Logical
- We can take advantage of constraints, but we are also constrained by them.

Additional issues

- Emotion
- We are dependent on technology in both positive and negative ways
 - E.g., it makes us better ("super powerful")
 - When it fails, it makes us weaker

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