

Bachelor in Communication sciences and culture

Course title:	Cognitive Ergonomics (laboratory)
Course year:	optional
Semester:	1 st semester
Course code:	17287
Scientific sector:	M-PSI/01
Lecturer:	Demis Basso - prof. Free University of Bozen-Bolzano
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Module:	No
Lecturer other module:	/
Credits:	2
Total lecturing hours:	20
Total Hours of availability for students and tutoring:	10
Office hours:	from Monday to Saturday, on request (contact through email);
Attendance:	according to the regulation
Teaching language:	English
Propaedeutic course:	none
Course description:	
Specific educational objectives:	The laboratory is aimed at providing effective knowledge and strategies on the application of human factors to media creation and interaction. The perspective of user-centered design will be adopted to address the topics of usability and accessibility. Particular attention will be devoted to the methods used to evaluate user experience.
List of topics covered:	Introduction to human perception and action; usability and accessibility; methods to investigate human-machine interactions and interfaces: eye-tracking, think-aloud, usability testing, cognitive walkthrough.
Teaching format:	Laboratory
Learning outcomes:	<p>Knowledge and understanding Theories and methods for the critical evaluation of media products will be addressed in this laboratory.</p> <p>Applying knowledge and understanding Practical skills for evaluating real products from the media will be developed, as based on theories and methods relevant for the tasks.</p> <p>Making judgments Students will use critical and creative thinking, skeptical inquiry, and, when possible, the scientific approach, being enabled to employ knowledge to solve real-life situations and practical problems.</p> <p>Communication skills Students will develop the skills of writing reports for buyers.</p> <p>Learning skills</p>

	Learning will be enhanced through the preparation of the written report.
Assessment:	Students will be asked to produce a written report consisting of 2-5 pages, in which she or he would critically analyze an object in the media, while using the methods described in the lab. The report should contain the following sections: brief description of the object (what is it; what is it for); procedure and evaluation; discussion (pros; cons; suggestions for improvement); final evaluation.
Evaluation criteria and criteria for awarding marks:	Accuracy and adequacy of concepts and ideas expressed in the report; ability to discuss original opinions based on solid theoretical background, logical argumentation, and critical analysis. Ability to focus on the topic (without deviations or digressions).
Required readings:	Hom, J. (1998). The Usability Methods Toolbox Handbook (http://jthom.best.vwh.net/usability/usable.htm)
Supplementary readings:	