MCMA555 Online Course: Human Computer Interaction and Media Consumption

Instructor:
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Office: COMM 1228

Office Hours:
T/Th 2-3:30pm or by appointment through email

Course Description

The new interfaces such as the big/flat screen TV, mobile phone, ubiquitous computing, and the cutting edge “google glasses” have greatly transformed human communication and changed the way people receive and process news, visuals, advertisements, and other media messages. This course studies the cognitive psychology of human computer interaction, how to design the interface effectively, and the psychological effects on users. Students will learn most recent HCI research and theories in cognitive science, information design and apply them in practical user interface design.

Course Tools

Since this course is an online course, it will be delivered online through Desire2Learn and a Facebook page. The link of Desire2Learn is http://online.siu.edu. Students need to log in using their campus network ID and password.

The syllabus will be uploaded onto Desire2Learn. The instructor will also upload course slides onto Desire2Learn.

A Facebook page, Human Computer Interaction and Media Consumption Spring 2016 will been created on facebook. Please “like” the page and you will be able to see the content and participate in the discussion – and of course you need to have a Facebook account to complete this task. Students don’t need to worry about the privacy issue --- the course instructor will not be able to see students’ personal profile or information.

Way of Communication

The most preferable way to contact with the course instructor is to send e-mail to wxie@siu.edu. I will respond to you as soon as I can.

Course Readings

Required Textbook:

Other Required Readings:
There will be other required readings, including books chapters and journal articles. **Students are also supposed to finish reading and discuss these materials each week.** These readings will be uploaded onto Desire2Learn or distributed by the course instructor.

**Course Assignment**

1. *Facebook course page discussion participation*

The course format will be online seminars, in which discussion is a vital component. Students are expected to finish all of the readings for each week and participate in online discussion.

Everyone is supposed to post at least two questions for discussion about the readings and the topic of that week on the Facebook page before **Wednesday noon each week**. Besides posting questions, you are also supposed to respond to, or comment on the questions raised by others. **Each student is supposed to make at least two responses or comments each week.**

Meanwhile, you are more than welcome to share images, videos, and articles related to the topic of that week on the Facebook page. Again, everyone can comment and respond to all postings.

The course instructor will monitor both *quantity* and *quality* of the posts.

2. *Evaluation and Critique of Interface Design*

Students should choose an interface (e.g., a website, a mobile app, a remote control, a mobile phone, a TV screen, etc.), evaluate its design using the theories and principles learned in this class, and provide suggestion for improvement. The students will write a 4-page short paper to summarize the findings, critique, and suggestion.

The paper should be double-spaced, following APA style.

**The paper should be e-mailed to the course instructor no later than April 20, 2016, 11:59 p.m. CDT.**

3. *Final Paper/Project*

For the final project, students will write an academic paper or produce a professional HCI project.

1) For the academic paper, it should be at least 15 pages and use APA style. It can be a theoretical framework or an empirical study on human-computer interaction.

   For the empirical study, it should use either quantitative research method (such as survey, experiment, or content analysis, etc.) or qualitative research method (such as in-depth interview, focus group, field observation, ethnographic method, etc.).
2) For the professional project, you can create a new interface (a website, a mobile app, etc.), or modify an existing one. You need to attach a 5-page description in terms of the purpose of creating or modifying this interface, the target users, what advantages this interface has, and what guidelines or principles you have used when creating/modifying the interface.

Students should discuss with the course instructor either electronically or in person about their topic before they start working on it.

The project should be e-mailed to the course instructor no later than May 19, 2016, 11:59 p.m. CDT.

4. Incompletes

No incomplete grades will be issued except in extraordinary and well-documented circumstances.

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<thead>
<tr>
<th>Course Grades</th>
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<tbody>
<tr>
<td>Assessment</td>
<td></td>
</tr>
<tr>
<td>Facebook Discussion Participation</td>
<td>100 points</td>
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<tr>
<td>Evaluation and Critique of Interface Design</td>
<td>100 points</td>
</tr>
<tr>
<td>Final Paper/Project</td>
<td>100 points</td>
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<tr>
<td>Total</td>
<td>300 points</td>
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**Grade Scale**
A = 267 points or above
B = 237-266 points
C = 207-236 points
D = 177-206 points
F = 205 points and below

**Academic Dishonesty**

We welcome you to the class with the assumption that you will adhere to the high standards of academic honesty. According to the SIUC Student Conduct Code, the following acts will be identified as dishonesty: Plagiarize or represent the work of another as one’s own work; Prepare work for another that is to be used as that person’s own work; Cheat by any method or means; Knowingly or willfully falsify or manufacture scientific or educational data and represent the same to be the result of scientific or scholarly experiment or research; Knowingly furnish false information to a university official relative to academic matters; and Solicit, aid, abet, conceal, or attempt acts of academic dishonesty. Violations may lead to the failure in the course and/or expulsion from SIUC.

**Course Schedule & Reading Assignments**

**Week 1 March 21: Introduction to the Course**
Review of the syllabus

**Week 2 March 28: Introduction to Human–Computer Interaction: Guidelines, Principles, and Theories**

Shneiderman & Plaisant book. Ch. 1 & Ch. 2

**Week 3 April 4: Evaluating Interface Design**

Shneiderman & Plaisant book. Ch. 4

Norman, D. (2002) *The design of everyday things*. Ch. 2, Ch. 6, & Ch. 7

**Week 4 April 11: The Psychology of Human-Computer Interaction**


**Week 5 April 18: Human-Computer Interaction and Gaming**

Shneiderman & Plaisant book. Ch. 5


**Week 6 April 25: Human–Computer Interaction, Social Media and Mobile Devices**

Shneiderman & Plaisant book. Ch. 9


**Week 7 May 2: Human–Computer Interaction and Privacy**


**Week 8 May 9: Final Project due**