Week 12: Recent Findings in Human Studies

CS4249 Phenomena and Theories of HCI
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Fall, 2014
Overview

• Decision making
  – Trade-offs between the benefit and cost of having choices
  – Bias and cognitive elusion
  – Inability to estimate probability and value

• Habits (System 1)
  – How our habits are formed
The Paradox of Choice

https://www.youtube.com/watch?v=SG&hl=en-GB&v=VO6XEQLsCoM
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• Habits (System 1)
  – How our habits are formed
Are We in Control of Our Decisions?

https://www.youtube.com/watch?v=9X68dm92HVI
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Why We Make Bad Decisions

https://www.youtube.com/watch?v=c-4flinuxNV4
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The Power of Habits

https://www.youtube.com/watch?v=OMbsGBIpP30