Exercise sheet 6 – Mensch-Maschine-Interaktion 2

Time frame: 1 week
Group size: individual submission

For this assignment you receive a maximum of 20 points. If you reached at least 15 points you get <u>one</u> bonus point. Bonus points will be added to the points achieved in the final exam.

Submission

Please Submit a pdf document with the solution until 22.01.2014 18:00 in UniWorx.

Exercise 1: The Probability of Attending Information (20 points)

We have learned the SEEV model in this week's lecture. Come up with 10 everyday life examples (others than those on the lecture slides) that can be explained by the individual factors of the SEEV model (low/high Salience, low/high Effort, low/high expectancy, low/high value).

Structure your answers as in the following example (do not submit this example!):

Title: „the moonwalking bear" phenomenon.
Description: The task was to count the number of ball passes of the white players. A moonwalking bear crossed the scene without beeing noticed.
(http://www.youtube.com/watch?v=Ahg6qcgoay4)
SEEV Factors:
- Low expectation: you had the task to count ball passes and did not expect that something unusual would appear in the background.
- Low value: paying attention to the background did not contribute the the task.
- Low salience: the color of the bear was similar to the black players. Since my eyes were focused on the white players, the bear did not stick out of the crowed.
- Low effort: no need to large heard movements. I watched it on a small screen.

Overall SEEV Model Prediction: low probability of attending (P(A))
- All other factors seem to outweigh the low effort and lead to a low probability of attending the moonwalking bear.