TEORIAS E MODELOS

CONSIDERAÇÕES ÉTICAS

Tiago Massoni

COMPUTAÇÃO
U F C G

Concept Idea: Radial Menu UI

System Settings
Radial Menu

Take a break!

Settings

Interval between breaks ▶

Break duration ▶

✓ Enabled

Reset

Online Help

About

Exit

15 min.

30 min.

✓ 45 min.

60 min.

90 min.

Custom...

9:54 AM

Lei de Fitts

THE INFORMATION CAPACITY OF THE HUMAN MOTOR SYSTEM IN CONTROLLING THE AMPLITUDE OF MOVEMENT[1]

PAUL M. FITTS[2]

The Ohio State University

Information theory has recently been employed to specify more precisely than has hitherto been possible man's capacity in certain sensory, perceptual, and perceptual-motor functions (5, 10, 13, 15, 17, 18). The experiments reported in the present paper extend the theory to the human motor system. The applicability of only the basic concepts, amount of ever, by asking S to make rapid and uniform responses that have been highly overlearned, and by holding all relevant stimulus conditions constant with the exception of those resulting from S's own movements, we can create an experimental situation in which it is reasonable to assume that performance is limited primarily by the capacity of the motor system

Lei de Fitts

- $T = a + b \log_2\left(\dfrac{A}{W}\right)$

  $\underbrace{\phantom{\log_2\left(\dfrac{A}{W}\right)}}_{ID}$

Demo

http://simonwallner.at/ext/fitts/

teorias no design UI/UX

Esquemas de como percebemos e processamos o mundo a nossa volta

Estudo da psicologia e outras ciências humanas decifram esses esquemas: teorias

Designers usam este conhecimento para construir interfaces e interações mais intuitivas, centradas no usuário

Laws of UX

Using Psychology to Design Better Products & Services

Jon Yablonski

RYANAIR.com

Great Britain (E

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ONLINE CHECK-IN

FLIGHTS | HOTELS | HERTZ

Departing from

Going to

● Return   ○ One Way

Depart Date
14 | Jul 2007

Return Date
14 | Jul 2007

Number of Passengers
1 | **Adults**
0 | **Children** (under 16 years)
0 | **Infants** (under 2 years)

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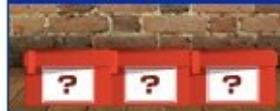
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Lei de Hick

Oferecer muitas opções pode frustrar o usuário

Nomeada em homenagem aos psicólogos **William Edmund Hick e Ray Hyman, a Lei de Hick (ou a Lei de Hick-Hyman)** afirma que quanto mais escolhas são apresentadas a uma pessoa, mais tempo ela levará para chegar a uma decisão.

Lei de Hick
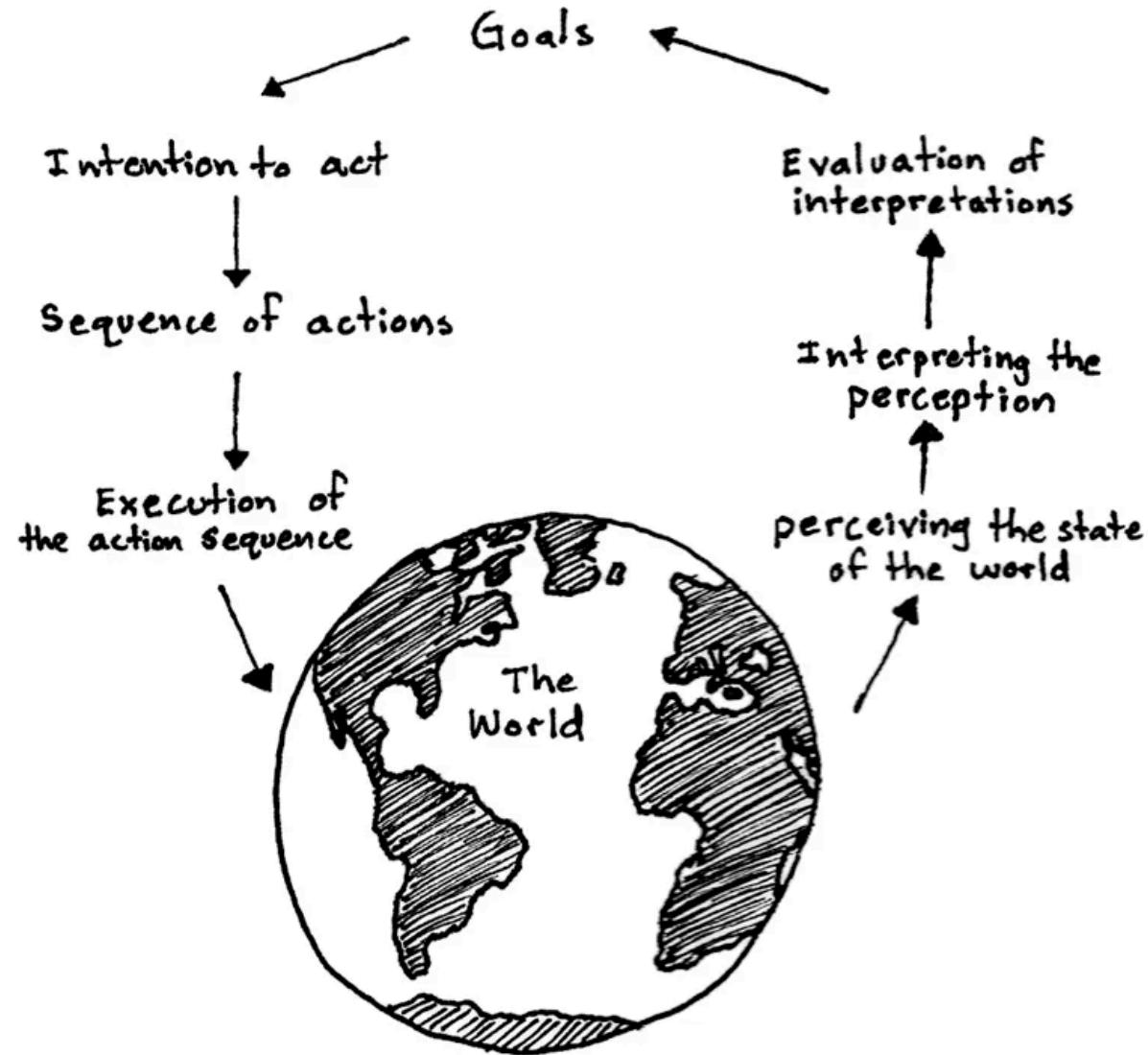
T=b*log2(n+1)

Leia-se: "b" é uma constante que pode ser determinada empiricamente ao ajustar uma linha a dados coletados, por exemplo achar um presente ideal para um amigo

o tempo necessário para chegar a uma decisão
aumenta logaritmicamente com o número de escolhas

Sete Estágios de Ação (Don Norman)

Toda a ação se inicia com **um objetivo** (geralmente é vago) que é **sucedido pela execução** e, por fim, é finalizada com a **avaliação ou verificação** do que foi feito.

Goals

Intention to act

Sequence of actions

Execution of
the action sequence

Evaluation of
interpretations

Interpreting the
perception

perceiving the state
of the world

The World

Seven Stages of an Action

Adapted from Donald A Norman's: *The Design of Everyday Things*, page 47.

Quero comprar uma luminária portátil para ler à noite
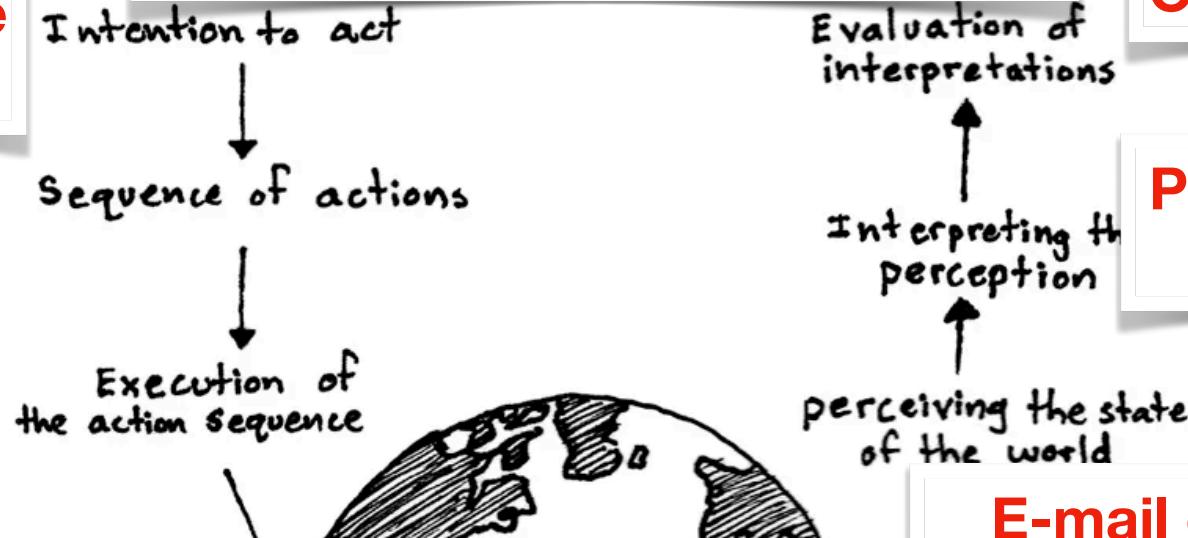
Vou na loja online comprar

OK, deu tudo certo

Intention to act

Evaluation of interpretations

Sequence of actions

Interpreting the perception

Produto vai chegar em 15 dias

Execution of the action sequence

perceiving the state of the world
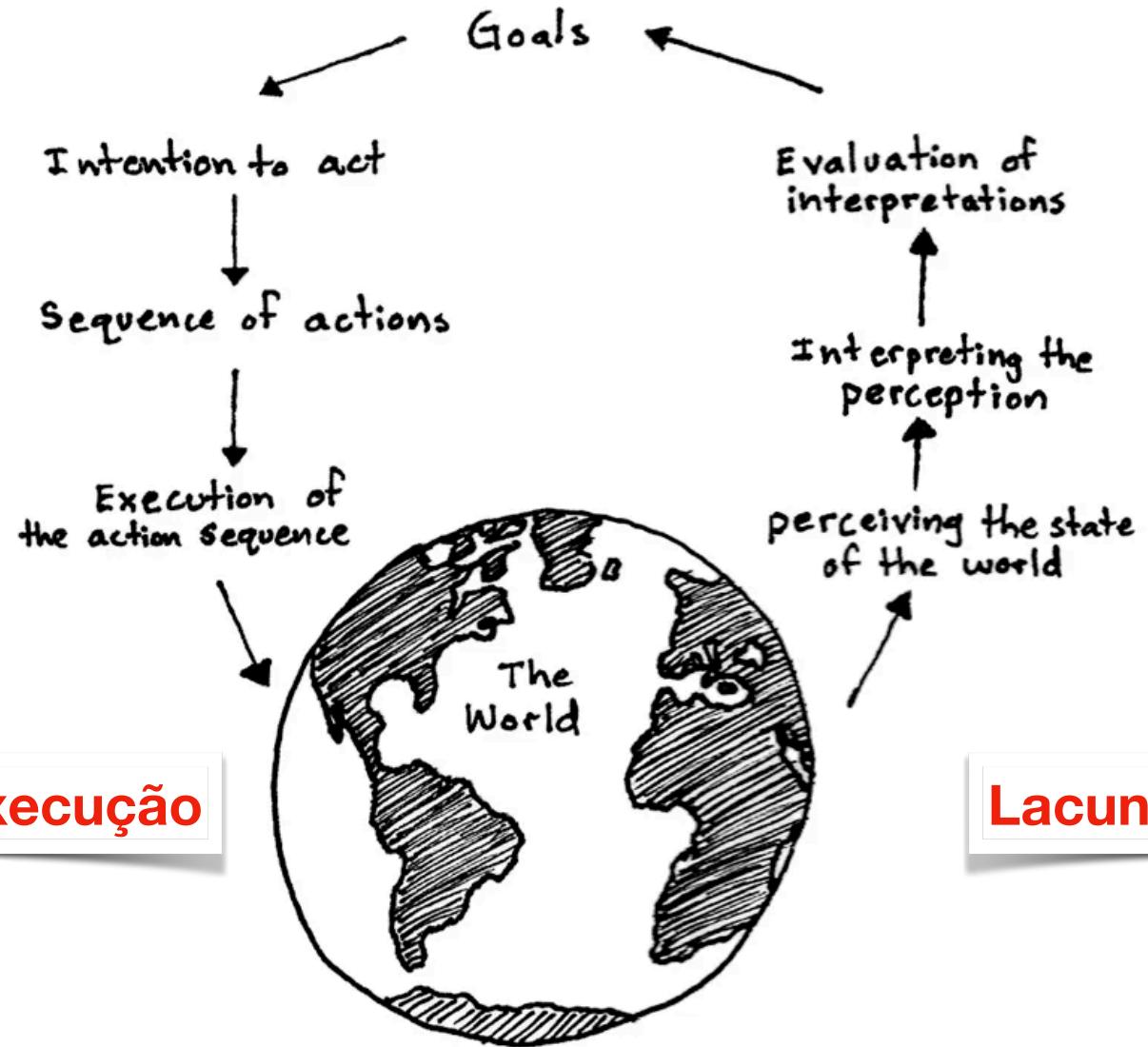
Entro no site, busco o produto faço a escolha, pago

The World

E-mail de confirmação, Cartão de crédito registrou compra

Seven Stages of an Action
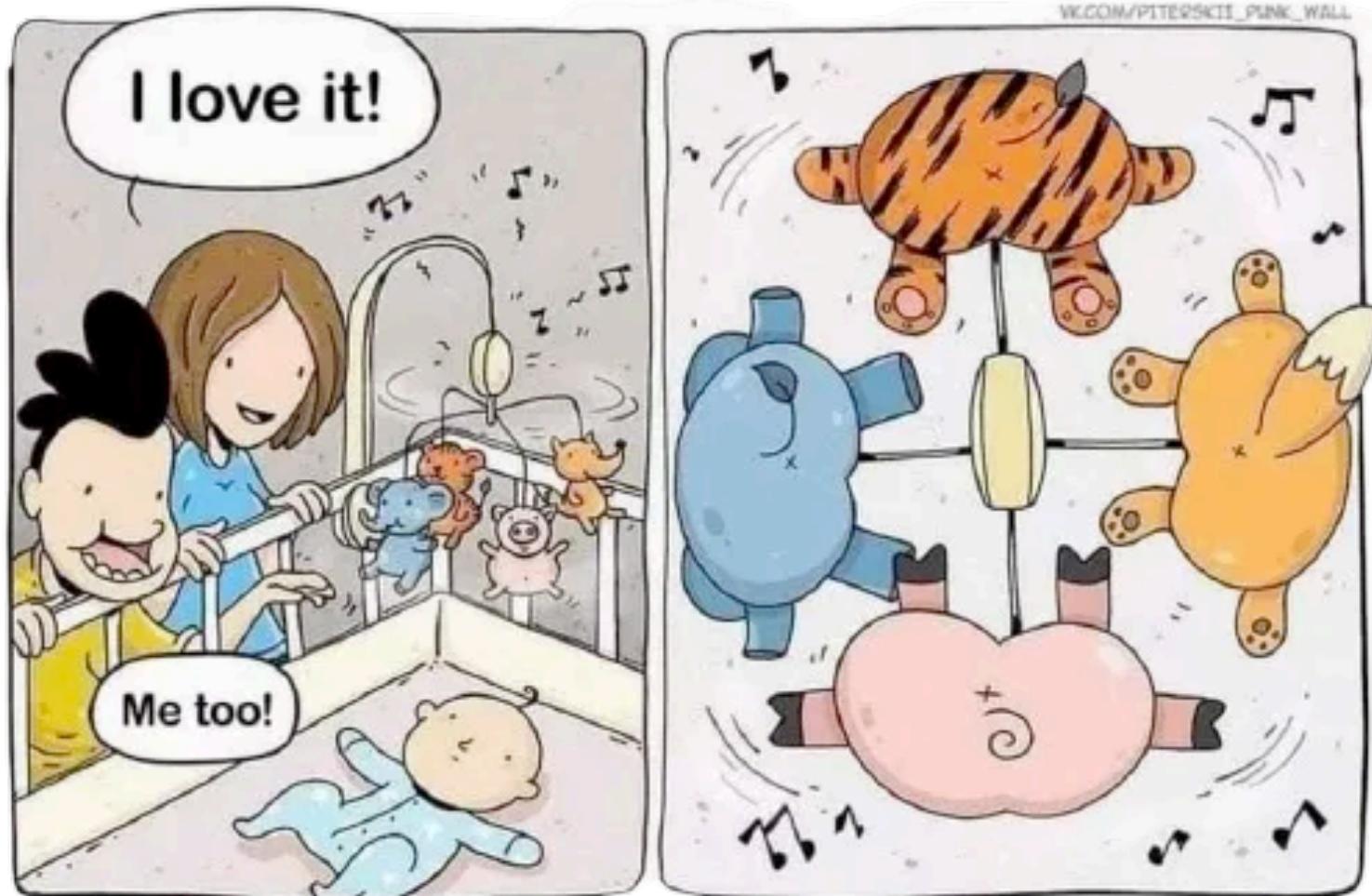
Adapted from Donald A Norman's: *The Design of Everyday Things*, page 47.

Goals

Intention to act

Sequence of actions

Execution of
the action sequence

Evaluation of
interpretations

Interpreting the
perception

perceiving the state
of the world

The
World

Lacuna da Execução

Lacuna da Avaliação

Seven Stages of an Action

Adapted from Donald A Norman's: *The Design of Everyday Things*, page 47.

Intenção vs Resultado

Ética no Design de UI/UX

STANDARD	MEDIUM	LARGE	PREMIUM

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or sign up now

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The ideal plan (and best value) for businesses and agencies that are serious about search.

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Malone Lodge Hotel & Apartments ★★★★

Very good **8.2**
1,379 reviews

📍 Queens Quarter, Belfast – Show on map ↗ (1.2 miles from centre)

6 people are looking at this moment

In high demand! Booked 41 times in the last 24 hours

Great Value Today

One-Bedroom Apartment 👥

In high demand - only 6 rooms left on our site!

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Bestseller

Maldron Hotel Belfast City 👍

Superb **9.0**
2,215 reviews
Location 9.6

📍 Belfast – Show on map ↗ (250 yards from centre)

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In high demand! Booked 82 times in the last 24 hours

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In high demand!

Risk free: You can cancel later, so lock in this great price today.

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No prepayment needed

The Washington Post

Democracy Dies in Darkness

Help Desk   Tech in Your Life   Future of Work   Your Data and Privacy   Internet Access   What's New   Ethical Issues   Ask a Question

YOUR DATA AND PRIVACY

There's no escape from Facebook, even if you don't use it

You pay for Facebook with your privacy. Here's how it keeps raising the price.

Perspective by Geoffrey A. Fowler

Columnist | + Follow

August 29, 2021 at 8:00 a.m. EDT

Among the 100 most popular smartphone apps, you can find Facebook software in 61 of them, app research firm Sensor Tower told me. Facebook also has trackers in about 25 percent of websites, according to privacy software maker Ghostery.

Technology

# Australia fines Facebook owner Meta $14 million for undisclosed data collection
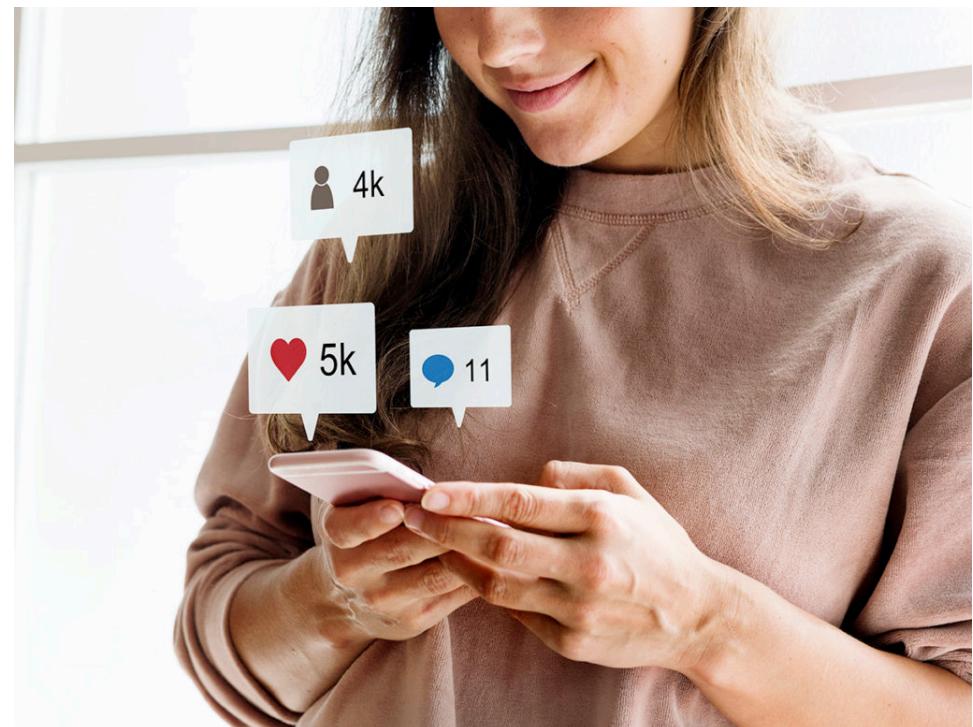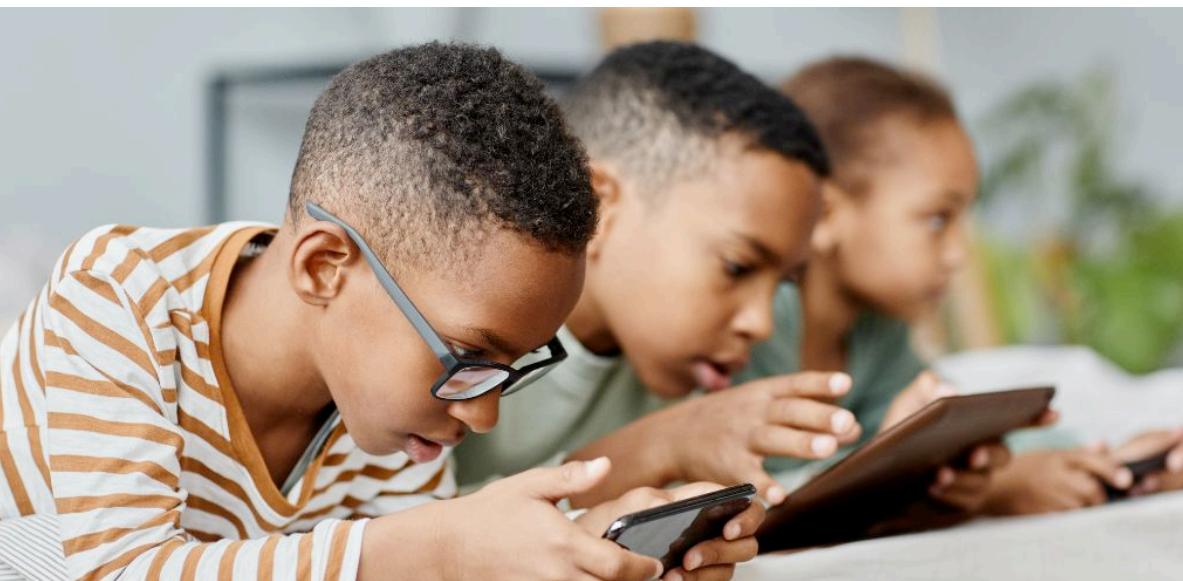
By **Byron Kaye**

July 26, 2023 6:40 AM GMT-3 · Updated 5 days ago

Wednesday's judgment was in relation to a virtual private network (VPN) service the company then called Facebook offered from early 2016 to late 2017, Onavo, which it advertised as a way to keep personal information safe. VPNs obscure an internet user's identity by giving their computer a different online address.

However, Facebook used Onavo to collect users' location, time and frequency using other smartphone apps, and websites they visited for its own advertising purposes, the judge Wendy Abraham said in a written judgment.

Designing Addictive User Interfaces

Ali Qureshi ·

Published in **Bootcamp** · 7 min read · Mar 22
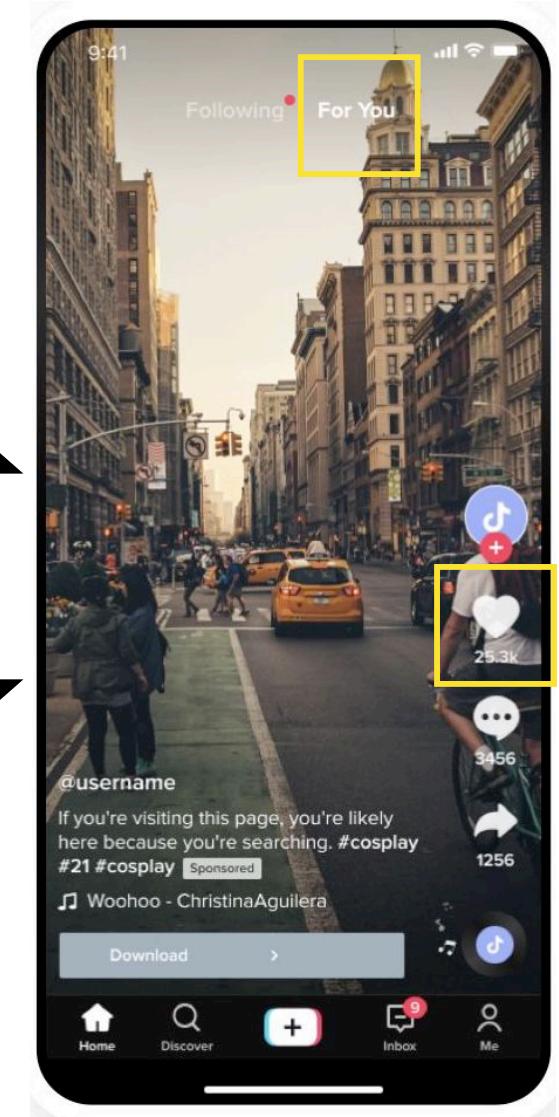
What Makes TikTok so Addictive?: An Analysis of the Mechanisms Underlying the World's Latest Social Media Craze

Infinite scroll

Recent reports reveal that users spend an average of 46 minutes per day on the app and open it eight times daily; considering the maximum length of videos is 15 seconds, they may watch upwards of 180 videos per day on average.

ADDICTION BY DESIGN

Machine Gambling in Las Vegas

NATASHA DOW SCHÜLL

Drawing on fifteen years of field research in Las Vegas, anthropologist Natasha Dow Schüll shows how the mechanical rhythm of electronic gambling pulls players into a trancelike state they call the "machine zone," in which daily worries, social demands, and even bodily awareness fade away.

Schüll describes the strategic calculations behind game algorithms and machine ergonomics, casino architecture and "ambience management," player tracking and cash access systems--all designed to meet the market's desire for maximum "time on device."

"oo" is replaced by "00"

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facebook   Create New Account

Log in to Faceboo

Email address or phone number

Password

Log In

Forgotten account?

or

Create New Accou

Log in to your PayPal account

Not Secure | paypal--accounts.com

PayPal

Email or mobile number

Password

Log In

Ex-Madoff computer programmer gets two-and-a-half years prison for fraud

By Nate Raymond   3 MIN READ   f   y

NEW YORK (Reuters) - A former computer programmer for Bernard Madoff was sentenced to 2-1/2 years in prison on Wednesday for helping the imprisoned fraudster carry out his multibillion dollar Ponzi scheme.

Princípios éticos

Transparência

Propósito claro? Usuários estão sendo enganados?

Respeito

Respeita direitos? Como tratar tópicos sensíveis? Encoraja comportamento nocivo?

Responsabilidade

Quais são os impactos, curto ou longo prazo? A escolha pode causar mal a alguém? Comete crime?

TEORIAS E MODELOS

CONSIDERAÇÕES ÉTICAS

Tiago Massoni

Interface Humano-Computador