



Orange County ACM SIGCHI

Monthly Meeting

March 18, 2004, 5:30-7:00 PM

Held at Alteer in Irvine

Thursday, March 18th at Alteer Corp., 5:30 pm

Speaker: Susan Knight, UC, Irvine

Talk: Understanding and Applying Why People Learn to the Level of Efficiency

Abstract: What do we know about how users learn their computer or other habits? Studies of how everyday habits are formed and are reinforced will be presented, including research on computer users' learning experiences. This research, grounded in social psychology and related theory, was framed in a consumer behavior (marketing) context, but draws from and applies to a wide variety of everyday experiences. Results suggest the key role of efficiency in computer and other habitual behaviors. Along the way, new insights for differentiating habitual from similar behaviors will be discussed.

Susan's Bio

Susan J. Knight received her M.B.A. (1992) and Ph.D. (1999) from U.C. Irvine's Graduate School of Management, and her B.A. in Biology from the College of Wooster. She worked in the medical field for many years as a medical technologist, toxicologist and project manager for a medical device company. Currently, she combines her experience and expertise in both academia and industry as a Corporate Relations Officer, fostering research and other relationships between industry and UCI. She represents UCI's Research and Graduate Studies, the Institute for Software Research, and the Institute for Genomics and Bioinformatics.

The meeting is free and open to anyone.

To RSVP, send email to Chris Jensen at acm_occhi2002@yahoo.com

Alteer Corporation

4 Venture, Suite 100
Irvine, CA 92618

Driving instructions on the following page.

The meeting is free and open to anyone.

To RSVP, send email to acm_occhi2002@yahoo.com

All guests may be checked in and out with security.



OCCHI

OCCHI has monthly gatherings offering presentations, panels, and demonstrations. Anyone is welcome to join. Membership in any other organization, national ACM or national SIGCHI, is **not** required. Current members include a wide variety of professionals with a common interest in human-computer interaction. They are interface designers, graphic designers, usability engineers, research scientists, psychologists, technical writers and software engineers. They work in large and small companies and universities. They are students, professors, independent consultants, and corporate employees. To become a member, visit our web sit at http://groups.yahoo.com/group/OC_CHI/ and subscribe.

Directions to Alteer

4 Venture, Suite 100
Irvine, CA 92618

Directions from the North:

Take 405 Freeway South.

Take 133 North, exit immediately at "Barranca Parkway."

Turn Left on Pacifica at the first traffic light.

At the next light, stay on Pacifica, crossing Barranca Parkway.

Turn right on Venture.

Park in the second lot on your left at the "Spectrum Business Center" sign.

Directions from the South:

Take I-5 Freeway North.

Take Alton Parkway exit.

Turn left on Alton Parkway.

Drive across Irvine Center Drive

Turn right on Pacifica

Drive across Barranca Parkway

Turn right on Venture.

Park in the second lot on your right at the "Spectrum Business Center" sign.

To RSVP, please send email to Chris Jensen at acm_occhi2002@yahoo.com

Please note that guests may be checked in and out with the security desk in the lobby.