

Seminar Talk

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Friday, January 25, 2019
3:00 p.m. KH 224

Title: Discovering the Influence of Visual Saliency within User Interfaces

Abstract:

If we are to use computing systems safely, effectively, and intuitively, we must understand the cognitive processes that modulate visual search. The more quickly and accurately the user's attention can be guided to a target element, the easier an interface is to use. Visual saliency models provide a means to capture stimulus-driven properties that are not apparent to designers. This talk will explore our recent discoveries that start to help us understand the influence saliency has on searches within a variety of interface types. And, the robustness of saliency was explored under a task and target specificity manipulation. I hope our use-inspired basic research will contribute both to our fundamental understanding of selective visual attention and to the design of user interfaces.

Bio:

Jeremiah Still earned a Ph.D. in Human-Computer Interaction from Iowa State University. He is the principle investigator of the Psychology of Design (PoD) Laboratory. His team completes research at the intersection of product design and cognitive psychology. The lab is currently investigating three lines of research revolving around: improving intuitive design, facilitating usable Cyber Security, and making complex interfaces easier to search. His scholarly work has appeared in top-tier journals, conference proceedings, and book chapters. Jeremiah is currently an assistant professor at Old Dominion University in the Department of Psychology. He regularly contributes to the CyberSecurity Center and the Human Factors graduate program. He enjoys teaching the Human-Centered Design process at the graduate and undergraduate levels.