

## Einladung zum öffentlichen Vortrag - Public Talk

### Prof. Dr. Paul van Schaik

Professor of Psychology | Teesside University | Middlesbrough | United Kingdom

**Professor Dr. Paul van Schaik** was previously a research officer and postdoctoral research officer at the University of Twente in the Netherlands, and a senior research officer at the University of Hertfordshire. He became a senior lecturer, and then reader, at the Teesside University in the Psychology subject group, where he is currently Professor of Psychology.

Paul van Schaik's research interests include applied cognitive psychology; psychology of human-computer interaction; technology acceptance; psychology and virtual reality; decision-making; testing models of human behaviour.



#### **Cognitive-experiential modelling of human-computer interaction**

Cognitive and experiential factors in human-computer interaction have been the focus of significant recent attention, but a much needed integrated approach to these issues is lacking. Csikszentmihalyi's flow theory offers a natural opportunity to achieve this integration. The current research proposes such an integrated approach and applies this, combined with the person-task-artefact model (Finneran & Zhang, 2003), to the modelling of web navigation. A first experiment demonstrated the role of flow as a mediator of the effect of task- and artefact complexity on task performance. A second experiment developed this work further by employing a staged model of flow (Guo & Poole, 2009) and demonstrated the crucial role of the preconditions of flow experience in human-computer interaction. The preconditions of flow experience - but not flow experience proper - mediated the effects of artefact- and task complexity on both flow and task outcome. Taking a wider perspective, the role of flow in human-computer action is important as a mediator of the effects of person-, artefact- and task variables on task performance, behavioural outcomes and (potentially) stable dispositions, such as life satisfaction.

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**venue:** Technische Universität Berlin, Franklinstr. 28/29, Room FR2011

**date NEW!!!:** Thursday 16.02.2012, 5.30 - 7.00 pm

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**We are looking forward to welcome you!**

