1. Define pluralistic ignorance. Describe an example of where it might occur in email or on Reddit.

2. Give an example of an intrinsic and extrinsic motivation that will lead people to use Yelp or another social media sight that you describe.

3. Describe Burt’s (2004) results, and note two suggestions for being more successful as a professional.
4. Agre notes 26 ways to identify an issue, and then 5 ways to follow up. Note two of the ways to identify an issue. Explain why these two ways work based on material in the course. (E.g., Agre says do x, x works because of y’s theory or z data.)

5. Assume that you are developing a mobile app for tracking illnesses among a student population. What are the four most important risks that you would want to decrease as you started to plan to create this app?

6. Note two ways to measure usability besides task time. After describing them, note two advantages and two disadvantages.
7. Give a hierarchical task analysis of the web site you are studying.

8. Consider a new way to log in to Penn State systems.
Assume that the user ID does not change (e.g., fer2 or mxy5001). Assume that in the old system a user’s password is 10 characters, mixed case with a number. The new way to enter a password is to type in the student ID number and then have voice recognition of saying your name (which you can assume works perfectly). (a) How long will each method take? (these are estimates, so some variance is allowed.) (b) Are there any advantages to the voice recognition?

9. Describe two situations where task analysis is less useful than activity theory, and explain why.
10. Describe ‘hidden dependencies’ and when you would like it to be high and low in an interface.

11. Here is a figure of the ACT-R cognitive architecture, note two aspects of user behavior that this diagram and theory do not capture or represent and why these are important aspects of user behavior.

12. Based on the theories and data taught in the course, how could group work in the course be improved?