# Psychology of Digital Media: Ergonomics, User Experience and Digital Interaction

## Prof. Eleonora Brivio

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to give students the necessary theoretical, technical and operational skills for planning, analysing and evaluating digital media, whether included in work processes or in everyday use.

At the end of the course, students will have learned the basics of user experience research and the Design Thinking approach, as well as the various models of analysis of user experience; students will be able to apply these theories and models critically to design a practical project of pre-development analysis and assessment of a digital artifact (using personas, empathy map and user journey); lastly, students will be able to present their work to their peers, both in written and oral form, via the use of an MVP (minimum viable product) prototype.

***COURSE CONTENT***

The course aims to provide the operational tools to plan and evaluate the effectiveness of digital media applications. In this approach, the first objective of a psychologist wishing to plan an interaction with a new medium is to gain understanding about who the future user of the system are, which these tasks users will want to undertake with the system, and in which contexts these tasks will be undertaken. At the same time, psychologists must be aware of the characteristics of interactive technologies and know how to use them to meet different user needs.

To this aim, the course content will include the following modules:

Module 1: Introduction to New Media Psychology

* Unit 1.1 Approaches *User Experience*, *Design for All,* *User Centered Design* and *Design Thinking*
* Unit 1.2 The new media objects: mobile application, wearables, virtual and augmented reality

Module 2: Digital interactions: definitions and study tools

Module 3: Research design for the creation and evaluation of digital media

* Unit 3.1 The process: empathy, insight, ideation, prototype
* Unit 3.2 The tools for analysis: ethnography, interview, questionnaire
* Unit 3.3 The tools for ideation: personas, empathy map, user journey.

***READING LIST***

Notes and readings suggested by the lecturer during class will be the focus of the exam. Students not able to attend class are invited to get in touch with the lecturer for an alternative reading list.

***TEACHING METHOD***

The course includes lectures supplemented by multimedia presentations and material made available online, analysis of operational tools, exercises and simulations.

***ASSESSMENT METHOD AND CRITERIA***

Students' knowledge will be assessed by way of a practical project accompanied by a methodological report describing its rationale and processes.

The report will be evaluated on the basis of the following criteria: originality, application of the methodologies addressed during the course, structural coherence, overall clarity.

During the examination, the project will be discussed in relation to topics covered during lessons and the suggested reading material. The final mark, on a 30-point scale, will be based on the above-mentioned knowledge and skills according to the following ranges: - incomplete or insufficient knowledge and skills: lower than 18; - adequate but not very thorough knowledge and skills with limited applications to the project: 18-22; good knowledge and skills, adequately articulated and sufficiently applied to the project: 23-26; excellent knowledge and skills, well-articulated and consistently applied to the project: 27-30.

***NOTES AND PREREQUISITES***

Knowledge of the basic principles of Social Psychology, General Psychology, and Research Methods is required.

In case the current Covid-19 health emergency does not allow frontal teaching, remote teaching will be carried out following procedures that will be promptly notified to students.

Further information can be found on the lecturer’s webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.