

SFB/TR 8 Spatial Cognition / IQN Video Conference

John S. Gero
Krasnow Institute for Advanced Study

NEW APPROACHES TO STUDYING DESIGN COGNITION

This talk presents new approaches to the study of design cognition using protocol methods. Protocol methods turn verbal utterances into data. The talk introduces an ontologically-based coding scheme for design issues and processes and demonstrates that it can be utilized to study designers independent of their discipline, independent of the design task, whether they are using tools, whether they are experts or novices, whether they are designing singly or in teams and whether they are co-located or remotely located. New analysis methods based on entropy and Markov modeling provide the basis for a deeper understanding of designers' cognitive behavior. Examples of the kinds of results that can be obtained will be presented.

Freitag, 09. Juli 2010
informelle Kaffeerunde: 15:15
Vortragsbeginn: 15:30

- Rotunde Cartesium,
Enrique-Schmidt-Str. 5
Universität Bremen
- Geb. 106, Raum 04 007,
Universität Freiburg

Kontakt:

Prof. C. Freksa, Ph.D.
freksa@informatik.uni-bremen.de
0421 – 218 - 64230