

COMM 3545

HUMAN COMPUTER INTERACTION & USER EXPERIENCE

SCHOOL OF COMMUNICATION (AU2020)

Instructor: Roselyn Lee-Won, Ph.D.

Email address: lee-won.1@osu.edu

☀ **Note:** When you start typing my last name in the To/Cc fields in Outlook, you might see lee-won.1@buckeyemail.osu.edu pop up as a suggested recipient. This Buckeyemail address does NOT work. Please be sure to send your email to lee-won.1@osu.edu.

Phone number: 614-292-1006

Office hours: Tuesdays 1:00-3:00pm or by appointment.

Teaching Assistant (TA): Tim O'Neil, B.A.

Email address: oneil.236@buckeyemail.osu.edu

Office hours: Mondays 9:00am-11:00am or by appointment.

Course Description

This course, which will be delivered 100% online, is an introduction to human-computer interaction (HCI) and user experience (UX). The primary objective of this course is to help you apply communication concepts and theories to the design of interactive technologies. Although effective interactive design depends on good visual design, this will not be the sole focus of this course. Instead, our understanding of effective design on various dimensions will be informed by social, psychological, and behavioral theories and research. This class is designed to complement COMM3165 (Evaluation & Usability Testing), which provides an introduction to research methods used in HCI and UX.

Course Learning Goals and Outcomes

We aim to (1) consider what constitutes “good” design, (2) study a variety of ways to conceptualize interaction and design problems, (3) examine how users’ cognition, emotion, and social orientations should/could be considered in design processes, and (4) learn about various types of interfaces. Students who successfully complete this course will be able to:

1. Explain the theoretical origins for the study of HCI/UX and their application to design
2. Apply communication concepts and theories to interactive technologies
3. Develop strategies for evaluating and designing interactive technologies
4. Start developing a toolkit for understanding user experience design (UXD) and conducting UX-relevant research (which will be the focus of COMM3165)

Mode of Delivery

This course will be presented fully online, both synchronously and asynchronously.

Specifically, unless announced otherwise, (1) for about 61% of the 3-credit-hour instruction time (110 minutes out of 180 minutes), we will meet live via regular weekly Zoom sessions (link posted on Carmen) at the scheduled class time (**Tuesday 9:10-11:00am**), and (2) for about 39% of the instruction time (70 minutes out of 180 minutes), students will participate in various asynchronous online learning activities.

Course Materials

Please see the **Required Reading List** at the end of this document.

Grading and Faculty Response

Grading

Required Items		Point	Percentage
Intake Survey		10 pts	2 %
Self-Introduction Slides		10 pts	2 %
Syllabus Quiz		10 pts	2 %
9 <u>Weekly</u> Prep Quizzes (on assigned readings) *10 pts per quiz; TWO lowest scores will be dropped		70 pts	14 %
5 <u>Biweekly</u> Review Quizzes (on lectures) *20 pts per quiz; TWO lowest scores will be dropped		60 pts	12 %
Small Group Discussions (posting & replying)		60 pts	12 %
Final Project (Mobile App Evaluation) Elements	Proposal (10 pts)	100 pts	20 %
	Full PPT (40 pts)		
	Lightning Presentation (20 pts)		
	Presentation Review Essay (30 pts)		
Course Reflection Paper		30 pts	6 %
Final (Comprehensive) Exam		150 pts	30 %
TOTAL		500 pts	100 %

Graded Activities and Assignments

Week 1-2 Assignments: Intake Survey, Syllabus Quiz, and Self-Introduction Slides

All class participants will be required to complete and submit (1) Intake Survey, (2) Syllabus Quiz, and (3) self-introduction slides. Find these assignments on “Carmen/Assignments.” The syllabus quiz can also be found on “Carmen/Quizzes.”

Prep Quizzes (on assigned readings)

Prep quizzes, which will address readings required for the upcoming week, will be activated by the end of Wednesday and will close at 11:59pm EDT/EST on the following Monday **prior to** the Tuesday Zoom class session. There will be a sufficient amount of time and flexibility for you to complete each quiz. For example, if you miss one quiz and get zero points for the quiz, this will be dropped as one of the TWO lowest scores; also, you will be allowed two attempts for each prep quiz, and the higher score will be recorded. An answer key for each quiz will be released to those who completed the quiz on Carmen, make-up requests for missed quizzes will NOT be considered; there will be no exceptions. Find prep quizzes on “Carmen/Quizzes” or “Carmen/Assignments.”

Review Quizzes (on lectures)

Every two weeks, a review quiz will be given based on the two previous lectures. Per the course schedule, review quizzes will be posted by 9:00am EDT/EST on Wednesday of the designated week and will be due on Saturday by 11:59pm EDT/EST. TWO lowest scores will be dropped. Late submissions will NOT be accepted except for reasons/circumstances that can be formally documented (e.g., doctor’s note). Find review quizzes on “Carmen/Assignments.”

Small Group Discussions

Students will be expected to participate in small group discussions via Carmen discussion boards. See the course schedule presented at the end of this syllabus for the dates for posting and responding to group members. Find the discussion boards on “Carmen/Discussions.”

Final Project (Mobile App Interface Evaluation)

Students will choose a mobile application and evaluate the interface based on the key concepts covered in this course. The project will have four elements: (1) proposal, (2) full presentation slides, (3) lightning presentation, and (4) presentation review essay. Further guidelines for each element will be provided in an asynchronous video during Week 4.

Course Reflection Paper

At the end of the semester, students will write a reflection paper on theories, concepts, and research findings covered in this course. More instructions will be made available on “Carmen/Assignments” during Week 11.

Final (Comprehensive) Exam

There will be a comprehensive online exam, covering **all** readings and lectures. The exam will be administered on Carmen, proctored via Proctorio. The exam will contain true-false and multiple-choice questions. Exam guides and review session will be provided. Final exam will only be rescheduled with a valid and documentable medical or university-approved excuse.

Late Work

No exceptions: Prep quizzes cannot be made up, and late posts/replies for small group discussions will not receive credit.

For other assignments, late submissions will be assessed with a penalty. Penalties for late work increase cumulatively. Students will lose 20% off the submission per each late day after the deadline.

For all Carmen assignment submissions, it is the student’s responsibility to be sure the assignment submitted correctly. Please be sure to check your Carmen folder after submission to ensure the upload is there and complete.

Grading Scale

Letter Grade	Grade Cut-Off	
	Percentages	Pts
A	93%	465
A-	90%	450
B+	87%	435
B	83%	415
B-	80%	400
C+	77%	385
C	73%	365
C-	70%	350
D+	67%	335
D	60%	300
E	< 60%	< 299

Please note: Your grades will be exactly what is earned and will not be manually rounded up. There will be opportunities for extra credit for students who choose to earn those points.

Attendance, Participation, and Discussions

Credit Hour and Work Expectation

This is a 3-credit-hour course. According to Ohio State policy, students should expect around 3 hours per week of time spent on direct instruction (instructor content and Carmen activities, for example) in addition to 6 hours of homework (reading and assignment preparation, for example) to receive a grade of (C) average. [ASC Honors](#) provides an excellent guide to scheduling and study expectations.

Student Participation Requirements (How This Course Works)

All course activities and materials, including links for regular Zoom sessions, will be posted on Carmen. Because this is an online course, your attendance and participation will be based on your online activity.

Lectures: The Zoom sessions corresponding to live lecture meetings will be recorded and made available to students. Although attendance will not be formally taken, students are expected to attend the live Zoom lectures or to view the recording of each session within 2-3 days following the live lecture to stay on track. Review Quizzes will assess your participation in/engagement with the online lecture.

Graded activities: This course will follow the schedule presented at the end of this syllabus. Students are expected to keep pace with all graded assignments.

Office hours: All office hour meetings and appointments will be held via Zoom.

Faculty Feedback and Response Time

I am providing the following list to give you an idea of my intended availability throughout the course. (Remember that you can call **614-688-HELP** at any time if you have a technical problem.)

Grading and feedback

Except for prep quizzes of which scores you can view within 24 hours after the quiz deadline, you can generally expect feedback and grade posting on each required assignment within **10 to 14 days**.

E-mail

This is a distance learning course, so we will frequently rely on email for communication. It is expected that students will check and read emails from the instructor and reach out to the instructor with any questions or concerns regarding course activities. The instructor will make every effort to reply to e-mails within **24 hours on school days**. Responses may be slower on weekends. When contacting the instructor and/or the TA, please note the following:

1. Use OSU email system: Although some courses may utilize Carmen messaging as their primary mode of instructor-student communication, COMM3545 will use OSU email as the primary mode of communication. Messages to our OSU accounts from non-OSU email services may be marked as spam. Also, since OSU cannot confirm delivery of such emails, you may not use them as evidence of communication attempts. Considering these aspects, please email through your Buckeyemail account.
2. Include our course number in the subject line: When contacting the instructor and/or the TA, please don't forget to include [COMM3545] in your subject line. Failing to do so may delay response.

Communication and Discussion Guidelines

The following are my expectations for how we should communicate as a class. Above all, please remember to be respectful and thoughtful.

- **E-mail protocols:** Follow proper business/professional email etiquette when you initiate the conversation: (1) Include a clear, direct subject line (do not leave it blank) and (2) use a proper salutation. Personalizing email messages by addressing your recipient(s) can make a significant difference in the impression formation process. Consider this practice the first step to effective email communication!
- **Tone and civility:** Let's maintain a supportive learning community where everyone feels safe and where people can disagree amicably. Remember that sarcasm doesn't always come across online. The instructor and TA both will work very hard to provide a positive learning experience. Please keep this in mind and remain civilized and respectful in your email and discussion board communications.
- **Citing your sources:** When we have academic discussions, please cite your sources to back up what you say. (For the textbook or other course materials, please use APA style. For online sources, be sure to include a link.)

Tips on Optimal Learning Experience

Here are a few tips on how to complete this course successfully:

- Make sure you have access to a reliable Internet connection and test your device ahead of time to avoid last-minute glitches.

- Keep up with the course schedule/assignment due dates and complete course activities at a steady pace during the week, avoiding procrastination at all times.
- Secure access to at least one reliable device and a backup plan in case of a technological issue.
- Set up a routine to back up your work and class materials. OSU provides free access to data storage through [BuckeyeBox](#) and [Microsoft One Drive](#).
- Complete assigned readings before viewing lectures (or attending synchronous lectures).
- Approach course material by thinking about the connections between readings, lectures, and assignments.
- When you have back-to-back online and in-person courses while on campus, consider using **Drop-In Spaces**: Small-capacity physically-distanced classrooms, which do not have courses scheduled in them, are being made available for students to drop-in on a short-term basis. These should not be used as long-term study spaces, but when you have back-to-back online and in-person courses, you can drop into the space for the online course session. If you use these rooms, leave all furniture in the space marked by the physical-distancing stickers. In addition, there should never be more people in these spaces than the capacities posted. In addition to physical distancing Ohio State requires masks and recommends frequent hand sanitizing, in alignment with public health guidelines. For information on specific locations, please visit: <https://odee.osu.edu/spaces/classrooms/drop-spaces>

Course Technology

For help with your password, university e-mail, Carmen, or any other technology issues, questions, or requests, contact the OSU IT Service Desk. Standard support hours are available at <https://ocio.osu.edu/help/hours>, and support for urgent issues is available 24x7.

- **Carmen:**
 - Carmen, Ohio State's Learning Management System, will be used to host materials and activities throughout this course. To access Carmen, visit [Carmen.osu.edu](https://carmen.osu.edu). Log in to Carmen using your name.# and password. If you have not setup a name.# and password, visit my.osu.edu.
 - Help guides on the use of Carmen can be found at <https://resourcecenter.odee.osu.edu/carmen>
 - **This online course requires use of Carmen (Ohio State's learning management system) and other online communication and multimedia tools. If you need additional services to use these technologies, please request accommodations with your instructor.**
 - [Carmen accessibility](#)

- **Carmen Zoom:**
 - Office hours will be held through Ohio State’s conferencing platform, Carmen Zoom. A separate guide to accessing Carmen Zoom and our office hours will be posted on Carmen/Syllabus.
 - Students may use the audio and video functions if a webcam and microphone are available. If not, there is still a chat function within Carmen Zoom for the student to live chat with the professor or TA in the virtual office hours room.
 - [Carmen Zoom help guide](#)
- **Proctorio:**
 - Proctorio, an online proctoring tool, will be used during this course for the final (comprehensive) exam. Proctorio offers you flexibility to take your exams at the time and in the location of your choosing. Students are required to have a webcam (USB or internal) with a microphone and a strong and stable internet connection. During the course of an exam, Proctorio will record the testing environment, therefore students should select private spaces for the quiz/exam session where disruptions are unlikely and where recording devices can be enabled. Instructions for Proctorio use will be provided. To use Proctorio you **must be over 18 years of age**. Additionally, the tool has **limitations in its accessibility for students reliant upon screen readers and keyboard navigation**. **If you have concerns about using an online proctoring tool for the reasons listed above or in general, please work with your instructor to find an equivalent alternative. Additional information on academic integrity at Ohio State and recommended proctoring options are available.**
 - Proctorio offers free [24/7 student support](#) through web chat or email.
- **Turnitin:**
 - Students at The Ohio State University are accountable for the integrity of the work they submit. Therefore, you should be familiar with the guidelines provided by the [Committee on Academic Misconduct \(COAM\)](#) and [Section A of OSU's Code of Student Conduct](#) in order to meet the academic expectations concerning appropriate documentation of sources. In addition, OSU has made Turnitin, a learning tool and plagiarism prevention system, available to instructors. For this class, you will submit your papers to Turnitin from Carmen. When grading your work, I will interpret the originality report, following [Section A of OSU's Code of Student Conduct](#) as appropriate. For more information about Turnitin, please see [the vendor's guide for students](#). Note that submitted final papers become part of the OSU database.
- **Self-Service and Chat support:** <http://ocio.osu.edu/selfservice>
- **Phone:** 614-688-HELP (4357)
- **Email:** 8help@osu.edu
- **TDD:** 614-688-8743

Baseline technical skills necessary for online courses

- Basic computer and web-browsing skills
- Navigating Carmen

Necessary equipment

- Computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection
- Web cam and microphone

Necessary software

- Word processor with the ability to save files under .doc, .docx, .rtf, or .pdf. Most popular word processing software programs including Microsoft Word and Mac Pages have these abilities.
- OSU students have access to Microsoft Office products free of charge. To install, please visit https://osuitsm.servicenow.com/selfservice/kb_view.do?sysparm_article=kb04733.

Other course policies

Student Academic Services

Arts and Sciences Advising and Academic Services' website provides support for student academic success. Information on advising issues such as tutoring, transfer credits, academic standing, and contact information for Arts and Sciences advisors can be obtained through this website. The site is: <http://advising.osu.edu/welcome.shtml>.

Student Services

The Student Service Center assists with financial aid matters, tuition and fee payments. Please see their site at: <http://ssc.osu.edu>.

Copyright Disclaimer

The materials used in connection with this course may be subject to copyright protection and are only for the use of students officially enrolled in the course for the educational purposes associated with the course. Copyright law must be considered before copying, retaining, or disseminating materials outside of the course.

Diversity

The School of Communication at The Ohio State University embraces and maintains an environment that respects diverse traditions, heritages, experiences, and people. Our commitment to diversity moves beyond mere tolerance to recognizing, understanding, and welcoming the contributions of diverse groups and the value group members possess as individuals. In our School, the faculty, students, and staff are dedicated to building a tradition of diversity with principles of equal opportunity, personal respect, and the intellectual interests of those who comprise diverse cultures.

Title IX

Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories (e.g., race). If you or someone you know has been sexually harassed or assaulted, you may find the appropriate resources at <http://titleix.osu.edu> or by contacting the Interim Ohio State Title IX Coordinator, Molly Peirano, at titleix@osu.edu

Mental Health

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce a student's ability to participate in daily activities. The Ohio State University offers services to assist you with addressing these and other concerns you may be experiencing.

If you are or someone you know is suffering from any of the aforementioned conditions, you can learn more about the broad range of confidential mental health services available on campus via the Office of Student Life's Counseling and Consultation Service (CCS) by visiting ccs.osu.edu or calling 614-292-5766. CCS is located on the 4th Floor of the Younkin Success Center and 10th Floor of Lincoln Tower. You can reach an on-call counselor when CCS is closed at 614-292-5766.

If you are thinking of harming yourself or need a safe, non-judgmental place to talk, or if you are worried about someone else and need advice about what to do, 24-hour emergency help is also available through the Suicide Prevention Hotline (Columbus: 614-221-5445)

COVID-19 and Illness Policies

University COVID policies

Health and safety requirements: All students, faculty and staff are required to comply with and stay up to date on all university safety and health guidance (<https://safeandhealthy.osu.edu>), which includes wearing a face mask in any indoor space and maintaining a safe physical distance at all times. Non-compliance will result in a warning first, and disciplinary actions will be taken for repeated offenses.

Student illness or absence

If **you** are too ill to participate in this course due to COVID-19 or another illness, please contact the instructor as soon as you are able. All materials will be made available on Carmen, including lecture recordings and slides. Alternate assignments or extensions may be arranged.

Instructor illness or absence

If **the instructor** is too ill to teach the course for a period of time, the designated backup (e.g., teaching assistant, substitute faculty member) for this course will step in. You will be notified via email from the School of Communication.

Academic Integrity Policy

Policies for this online course

- **Written assignments:** Your written assignments, including discussion posts, should be your own original work. In formal assignments, you should follow **APA** style to cite the ideas and words of your research sources. You are encouraged to ask a trusted person to proofread your assignments before you turn them in—but no one else should revise or rewrite your work.
- **Reusing past work:** In general, you are prohibited in university courses from turning in work from a past class to your current class, even if you modify it. If you want to build on past research or revisit a topic you've explored in previous courses, please discuss the situation with me.
- **Falsifying research or results:** Any research you will conduct in this course is intended to be a learning experience; you should never feel tempted to make your results or your library research look more successful than it was.

Academic misconduct

All of your work in this class is expected to be your independent contribution. You should not seek help from other students, friends, family, etc.

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term “academic misconduct” includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct <http://studentlife.osu.edu/csc/>

Accessibility Accommodations for Students with Disabilities

Requesting Accommodations

If you anticipate or experience academic barriers based on your disability (including mental health, chronic, or temporary medical conditions), please let the instructor know immediately to privately discuss options. To establish reasonable accommodations, the instructor may request registering with Student Life Disability Services. After registration, make arrangements with the instructor as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion.

SLDS contact information: slds@osu.edu; 614-292-3307; slds.osu.edu; 098 Baker Hall, 113 W. 12th Avenue.

Course Schedule

This syllabus presents a contract in the works. Events that happen over the semester may require me to modify the administration of the course, and specific items may be subject to change. If changes need to be made, I will make announcements in advance to help you plan things ahead.

Week	Lecture Topics & Required Readings	Assignments & Asynchronous Activities
1	Welcome and Introduction to the topic (8/25 Tuesday class meeting time)	(1) Intake Survey (2) Self-Introduction Slides (8/29 Saturday 11:59 p.m. EDT/EST)
2	Design Principles (9/1 Tuesday class meeting time) ID 1.1-1.4; 1-7 Affordance, Mapping, & Consistency (Lidwell et al., 2010)	Syllabus Quiz (8/31 Monday 11:59 p.m. EDT/EST)
3	Conceptualizing Interaction (9/8 Tuesday class meeting time) ID 3.1-3.5 Sundar & Marathe (2010)	Prep Quiz 1 (9/7 Monday 11:59 p.m. EDT/EST) Review Quiz 1 (9/12 Saturday 11:59 p.m. EDT/EST)
4	Cognition in HCI (9/15 Tuesday class meeting time) ID 4.1-4.2; 4.3.1; 4.3.5 Recognition vs. Recall (Lidwell et al., 2010) Oh et al. (2013)	Prep Quiz 2 (9/14 Monday 11:59 p.m. EDT/EST) Final Project Instruction [asynchronous video]
5	Affect in HCI (9/22 Tuesday class meeting time) ID 6.1-6.5 Picard (2003)	Prep Quiz 3 (9/21 Monday 11:59 p.m. EDT/EST) Small Group Discussion 1: Posting (9/23 Wednesday 11:59 p.m. EDT/EST) Review Quiz 2 (9/26 Saturday 11:59 p.m. EDT/EST)
6	Socialness in HCI (1): Technologies as Social Actors (vs. Anthropomorphism) (9/29 Tuesday class meeting time) Uncanny Valley (Lidwell et al., 2010) Reeves & Nass (1996) Lee & Nass (2010)	Prep Quiz 4 (9/28 Monday 11:59 p.m. EDT/EST) Final Project: Proposal (9/29 Tuesday 11:59 p.m. EDT/EST) Small Group Discussion 1: Replying (9/30 Wednesday 11:59 p.m. EDT/EST)
7	Socialness in HCI (2): Affordances of Communication Channels (10/6 Tuesday class meeting time) ID 5.1-5.6 Fox & McEwan (2017)	Prep Quiz 5 (10/5 Monday 11:59 p.m. EDT/EST) Review Quiz 3 (10/10 Saturday 11:59 p.m. EDT/EST)

8	Voice User Interface (10/13 Tuesday class meeting time) ID 7.2.8 Nass & Brave (2005)	Prep Quiz 6 (10/12 Monday 11:59 p.m. EDT/EST) Small Group Discussion 2: Posting (10/14 Wednesday 11:59 p.m. EDT/EST)
9	Touch(-free) Interface & Ubiquitous Computing (UbiComp) (10/20 Tuesday class meeting time) ID 7.2.10 Brasel & Gips (2015) Sano & Takezawa (2020); Ormesher (2020) Weiser (1991); Takayama (2017)	Prep Quiz 7 (10/19 Monday 11:59 p.m. EDT/EST) Small Group Discussion 2: Replying (10/21 Wednesday 11:59 p.m. EDT/EST) Review Quiz 4 (10/24 Saturday 11:59 p.m. EDT/EST)
10	Application of UbiComp (10/27 Tuesday class meeting time) VR (ID 7.2.4); AR (ID7.2.16); Sharables (ID 7.2.14); Tangibles (ID 7.2.15); Haptic (ID 7.2.12); Wearables (ID 7.2.17) Smith et al. (2019)	Prep Quiz 8 (10/26 Monday 11:59 p.m. EDT/EST)
11	Inclusive Design & Prototyping (11/3 Tuesday class meeting time) ID 1.6 & 1.7 Inclusive Design web resources ID 2.1-2-2; ID 12.1-12.5	Prep Quiz 9 (11/2 Monday 11:59 p.m. EDT/EST) Review Quiz 5 (11/7 Saturday 11:59 p.m. EDT/EST)
12	Final Project: Lightning Presentations (1) (11/10 Tuesday class meeting time)	Final Project Presenters: Lightning Presentation PPT & Full PPT (11/8 Sunday 11:59 p.m. EDT/EST) Small Group Discussion 3: Posting (11/11 Wednesday 11:59 p.m. EDT/EST)
13	Final Project: Lightning Presentations (2) (11/17 Tuesday class meeting time)	Final Project Presenters: Lightning Presentation PPT & Full PPT (11/15 Sunday 11:59 p.m. EDT/EST) Small Group Discussion 3: Replying (11/18 Wednesday 11:59 p.m. EDT/EST)
14 Thanksgiving	Final Project: Lightning Presentations (3) (11/24 Tuesday class meeting time)	Final Project Presenters: Lightning Presentation PPT & Full PPT (11/22 Sunday 11:59 p.m. EDT/EST) APA Style for Course Reflection Paper [asynchronous video]
15 Virtual Instruction	Live Zoom Exam Review + Wrapping Up (12/1 Tuesday: Regular class meeting time) *Exam Guide	Presentation Review (12/2 Wednesday 11:59 p.m. EDT/EST) Course Reflection Paper (12/5 Saturday 11:59 p.m. EDT/EST)
Final Exam	12/7 (MON) 8:00am – 12/9 (WED) 11:59pm	Proctored via Proctorio