1. Record Nr.   UNINA9910298979103321

   Autore   Bainbridge William Sims

   Titolo   Personality capture and emulation / / William Sims Bainbridge

   Pubbl/distr/stampa London : , : Springer, , 2014

   ISBN   1-4471-5604-8

   Edizione   [1st ed. 2014.]

   Descrizione fisica 1 online resource (vi, 213 pages) : illustrations (some color)

   Collana   Human–Computer Interaction Series, , 2524-4477

   Disciplina   004.019

   Soggetti   Human-computer interaction
                       Artificial intelligence

   Lingua di pubblicazione   Inglese

   Formato   Materiale a stampa

   Livello bibliografico   Monografia

   Note generali   "ISSN: 1571-5035."

   Nota di bibliografia   Includes bibliographical references.

   Nota di contenuto   Background -- Massive Questionnaires -- Mobile and Ubiquitous
                       Capture -- Recommender Systems -- Cognitive Abilities --
                       Autobiographical Memories -- Text Analysis -- Virtual Worlds --
                       Appendix: Ten Personality Capture and Analysis Programs -- Glossary.

   Sommario/riassunto Personality Capture and Emulation is the gateway to an amazing future
                       that actually may be achieved, enabling the preservation and simulation
                       of human personalities at progressively higher levels of fidelity. This
                       challenge is no longer the province merely of uninhibited visionaries,
                       but has become a solid field of research, drawing upon a wide range of
                       information technologies in human-centered computing and cyber-
                       human systems. Even at modest levels of accomplishment, research in
                       this emerging area requires convergence of cognitive, social, and
                       cultural sciences, in cooperation with information engineering and
                       artificial intelligence, thus stimulating new multidisciplinary
                       perspectives. Therefore this book will inspire many specific research
                       and development projects that will produce their own valuable
                       outcomes, even as the totality of the work moves us closer to a major
                       revolution in human life. Will it ever really be possible to transfer a
                       human personality at death to a technology that permits continued
                       life? Or will people come to see themselves as elements in a larger
                       socio-cultural system, for which a societal information system can
                       provide collective immortality even after the demise of individuals? A
                       large number and variety of pilot studies and programming projects are

offered as prototypes for research that innovators in many fields may exploit for the achievement of their own goals. Together, they provide an empirical basis to strengthen the intellectual quality of several current debates at the frontiers of the human and information sciences.

2.	Record Nr.	UNINA9910583464503321
	Autore	Geisen Emily
	Titolo	Usability testing for survey research / / Emily Geisen, Jennifer Romano Bergstrom
	Pubbl/distr/stampa	Cambridge, Massachusetts : , : Morgan Kaufmann Publisher, an imprint of Elsevier, , [2017] 2017
	Edizione	[1st edition]
	Descrizione fisica	1 online resource (xix, 230 pages) : illustrations (some color)
	Collana	Gale eBooks
	Disciplina	300.723
	Soggetti	Surveys - Methodology Internet surveys
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
	Nota di contenuto	ch. 1. Usability and usability testing -- ch. 2. Respondent-survey interaction -- ch. 3. Adding usability testing to the survey process -- ch. 4. Planning for usability testing -- ch. 5. Developing the usability testing protocol -- ch. 6. Think aloud and verbal-proving techniques -- ch. 7. Conducting usability sessions -- ch. 8. Analyzing and reporting results.
	Sommario/riassunto	Usability Testing for Survey Research provides researchers with a guide to the tools necessary to evaluate, test, and modify surveys in an iterative method during the survey pretesting process. It includes examples that apply usability to any type of survey during any stage of development, along with tactics on how to tailor usability testing to meet budget and scheduling constraints. The book's authors distill their experience to provide tips on how usability testing can be applied to paper surveys, mixed-mode surveys, interviewer-administered tools,

and additional products. Readers will gain an understanding of usability and usability testing and why it is needed for survey research, along with guidance on how to design and conduct usability tests, analyze and report findings, ideas for how to tailor usability testing to meet budget and schedule constraints, and new knowledge on how to apply usability testing to other survey-related products, such as project websites and interviewer administered tools. Explains how to design and conduct usability tests and analyze and report the findings Includes examples on how to conduct usability testing on any type of survey, from a simple three-question survey on a mobile device, to a complex, multi-page establishment survey Presents real-world examples from leading usability and survey professionals, including a diverse collection of case studies and considerations for using and combining other methods Discusses the facilities, materials, and software needed for usability testing, including in-lab testing, remote testing, and eye tracking