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The International Ergonomics Association and You

By Andrew S. Imada, IEA President

It is again a pleasure to write to you, my fellow HFES members – this time in my capacity as president of the [International Ergonomics Association](#) (IEA). Although I’m now in a different role from the one when I last addressed you as HFES secretary-treasurer, my aspirations are similar to those of the many people who serve HFES on Executive Council, domains, committees, chapters, and technical groups. We are all working toward promoting and advancing the science and practice of human factors/ergonomics. Did you know that as a member of HFES, you are also an IEA member? This is because IEA comprises 49 federated HF/E societies and networks and their members around the world. Therefore, you are part of this 25,000-member global community.

HFES Contributions

HFES has always had a strong presence on the IEA Council. This can be seen most readily in the strong leadership tradition that HFES members have established. HFES can claim as its own 7 of the 17 presidents in IEA history, 4 secretaries-general, and 2 treasurers. These include some of our most visible professionals: Alphonse Chapanis, Harry L. Davis, Hal W. Hendrick, Martin G. Helander, Y. Ian Noy, Waldemar Karwowski, Pascale Carayon, and Kenneth R. Laughery.

HFES members have also held nonelected but very important positions in IEA. For example, Barbara A. Silverstein currently serves on the Executive Committee as chair of the International Development Standing Committee. Many other HFES members have served in similar positions and contributed mightily. This rich heritage can be traced to the early founding of the organization by those who did much even without holding official leadership positions. Moreover, there has consistently been an officer from HFES during the last 11 terms of the IEA Council, now spanning 31 years. The IEA is indebted to all the contributions that HFES members have made.

HFES members belong to the largest federated society in IEA. This is an indication of the Society’s vitality and its contribution to the worldwide community. Several years ago, the HFES Executive Council approved sending the president and executive director to IEA Council meetings as part of our delegation, which also includes the chair of the HFES IEA Representatives Committee. Their presence shows a commitment and

expertise that is invaluable in demonstrating leadership by example. It gives HFES leaders a useful perspective on what is going on in the rest of the world as well as new opportunities.

Beyond the leadership and active involvement on the IEA Council, I appreciate the contributions that mature societies such as HFES have made financially. We recently modified our 50-year-old dues structure, which caused a significant increase for HFES. I know that this contribution is difficult in these challenging economic times. Additionally, HFES members have been generous in their individual contributions to IEA. It is precisely because of this generosity that IEA is able to take on such important endeavors as spreading ergonomics expertise via “lighthouse” projects in industrially developing countries. Once again, IEA and the world community are grateful for your contributions and generosity.

Of course, any list of the many contributions HFES has made must include its information infrastructure and scientific contributions to the field. HFES publications – including *Human Factors*, the HFES Annual Meeting proceedings, the Digital Library – and active participation at various international meetings have advanced our discipline around the world.

A Challenge

At a town hall meeting convened by former HFES President Waldemar Karwowski, HFES members identified a number of challenges and needs that HFES should address. The most memorable contribution for me was the idea that we need to reach “the other 80%” of the world’s population. The knowledge we generate and the work we do has the potential to transform peoples’ lives and influence the way they work, live, and play. But our greatest impact may be with that vast majority who share the planet with us and who struggle to achieve the basic necessities of health, safety, comfort, security, and well-being. This vast population can be found mainly in industrially developing countries.

Not all of us can travel to faraway places to help people implement our human-centered technology. It’s not possible for all of us to understand the pressing needs of this 80% and determine which of our technologies we can use to improve human-system interactions. However, we can, through our work, lead by shaping the conversation in our areas of expertise so that our

The IEA and You...

(continued from page 1)

work can become accessible to colleagues in industrially developing countries. Your work can spark imaginations about what is possible. Perhaps not now, but at some point in the future, the work you produce today may become a model to be implemented elsewhere and may affect more people than you might believe. High-quality work can be inspiring and scalable to international arenas through technologies and networks like IEA.

IEA Initiatives

At the first IEA Executive Committee meeting earlier this year, our team set priorities in our strategic goals and agreed that a high priority would be supporting lighthouse projects in industrially developing countries. For example, we are supporting a project, chaired by Barbara Silverstein, to redesign coffee bean harvesting baskets in collaboration with the workers and enterprises in Central America that use them. Coffee is the world's second-largest commodity and provides work for thousands of people throughout Central America. Using participatory ergonomics strategies, the project will incorporate ergonomics best practices with the growers' concerns and the users' expertise to redesign and test this new tool. The aim of this project is to create a safer, more productive work environment by reducing the risk of back and shoulder injuries among coffee bean harvesters.

We would like to create visibility for similar projects around the world and encourage this kind of application of our discipline. Barbara Silverstein and Kate Stewart are currently seeking funding for this worthwhile endeavor, and IEA is following up on a number of funding alternatives. If you would like to help, please contact Barbara at bassilver@comcast.net.

In another effort to spread the benefits of our discipline, we have been in discussions with Hal Hendrick and the [Foundation for Professional Ergonomics](#) to develop a memorandum of understanding with [Ergonomists Without Borders](#) (EWB) to bring together those with ergonomics expertise and those who need this expertise. IEA has a network of ergonomists around the world who can identify needs and serve as liaisons between the supply and demand sides of these potential partnerships. We believe that this is a nexus of talent, goodwill, and needs that the international ergonomics community can serve. If you are interested in getting involved, contact EWB representative Greg Cresswell gcrestwell@ergonomistswithoutborders.org or Kevin Perdeaux kperdeaux@ergonomistswithoutborders.org, or IEA Industrial Development Chair Barbara Silverstein bassilver@comcast.net.

Your Opportunity

To reiterate, you, as an HFES member, are already part of the international community through IEA. You come from a rich tradition of leadership and financial and scientific contribution to this international body, and your contributions are valued and appreciated. There are many challenges to get our technology and expertise to those around the world who need it most. If any of this intrigues you, I encourage you to get involved with our discipline at the international level through IEA. Please go to our Web site to look up [standing committees](#) or [technical committees](#) to see what might draw your interest. You can contact the chair of a Standing Committee or Technical Committee and find a way to get involved. Alternatively, if you do not have the time but would like to contribute financially, you can contact

IEA Treasurer Klaus Zink, kjzink@iea-kl.de, and find out how you or your company can become a [Sustaining Member](#).

Of course, you can always [contact me directly](#) to express your interest and ideas. Whatever you do, I think you will find it richly rewarding and comfortably reaffirming that our work can, and does, make a difference in this world.

ANNUAL MEETING

Sponsorship Opportunities at the HFES 54th Annual Meeting



September 27–October 1, 2010
San Francisco, California USA

The HFES 2010 Annual Meeting is an opportunity to promote your organization's products and services to human factors/ergonomics professionals from North America and around the world. The estimated 1,500 attendees are buyers as well as influencers.

Reserving your sponsorship is easier than ever with our [online exhibit/ad/sponsorship reservation site](#) with secure credit card transactions.

New in 2010: Exhibitors Save 10% on Sponsorship Fees!

If you're reserving a booth or tabletop exhibit, add a sponsorship at the same time and save.

Increase Your Visibility

Maximize your exposure among this critical HF/E community by sponsoring an event or giveaway. Below are the sponsorship opportunities for the HFES 54th Annual Meeting. All Annual Meeting sponsors receive significant recognition through listings in the following:

- Annual Meeting Program
- on-site signage
- on-site daily newsletter

In addition, your company logo and name are included on the Sponsors page at the HFES Web site, with links to your Web site. The following sponsorship opportunities are available:

Message Center/E-Mail Stations – \$5,000

One sponsorship is available. Simply provide a screensaver with your company logo for display on monitors at the free e-mail stations for attendees. This heavily utilized service is an excellent way to increase your visibility. This sponsorship also includes signage bearing the sponsor's name and logo; logo mouse pads will be displayed if supplied by the sponsor (10 stations).

Coffee and Refreshment Breaks – \$2,500

Up to seven sponsorships are available. Coffee and beverage breaks are offered in the Exhibit Hall and other locations Tuesday through Thursday mornings and afternoons and on Friday

morning. Attendees use these breaks to visit the exhibits and network with colleagues. Signs bearing the sponsor's name and logo will be placed in the area. The sponsor's representatives are encouraged to meet and greet attendees in the coffee break areas.

Portfolios – \$5,000

One sponsorship is available. High-quality portfolios are given to every attendee upon checking in at the registration desk. The portfolio has room for a laptop, books, programs, writing implements, and more. HFES imprints or embroiders the portfolio with the meeting logo and dates along with the sponsor's name and logo. **Reservation Deadline: June 15, 2010**

Opening Plenary Session

If you are interested in cosponsoring the Opening Plenary Session, which takes place on Tuesday, September 28, please contact HFES Executive Director [Lynn Strother](#), 310/394-1811. This year, the Opening Plenary Session keynote address will be given by Captain (Ret.) Chesley B. "Sully" Sullenberger III, the US Airways pilot who masterfully landed Flight 1549 on the Hudson River on January 15, 2009. This session, which kicks off the four-day technical program, is estimated to attract 1,100 attendees.

Student Reception – \$7,500 single sponsor or \$2,500 partial sponsorship

Up to three sponsorships are available. On Tuesday, September 28, more than 200 students will gather to enjoy refreshments and camaraderie. Awards will be presented. Signs bearing the sponsor's name and logo will be placed at the door and in an acknowledgment made during the program.

Student Lounge – \$1,000/day or \$5,000/week

Up to five sponsorships are available. The lounge provides a relaxing atmosphere for networking and mentoring. Sponsor(s) will be acknowledged in signage and may display information about the organization.

Mentoring Luncheons – \$2,500

Up to three sponsorships are available. Three luncheons (12:00 noon–1:30 p.m. on Tuesday–Thursday, September 28–30) will be held to provide students and early career professionals with information and opportunities to develop mentoring relationships with established professionals in the HF/E field.

Student Chapter Presidents Luncheon/Business Meeting – \$2,000

One sponsorship is available. Here is another opportunity to promote your company to future designers, researchers, and leaders in the HF/E field. Student chapter presidents and are provided with a complimentary lunch. Signs bearing the sponsor's name and logo will be placed at the door.

Student Career and Professional Development Day Afternoon Break – \$1,500

One sponsorship is available. Student Career and Professional Development Day is a full-day program on Monday, September 27, and is geared toward helping students prepare for

their careers. This sponsorship provides an opportunity to reach out to future HF/E professionals and includes signage bearing the sponsor's name and logo.

How to Reserve a Sponsorship

Please go to the [online reservation site](#) and click the "Register" link at the top of the page (even if you are not booking exhibit space). If you prefer, you may download, complete, and return the [Exhibitor/Sponsor Contract](#). Sponsorships are allocated on a first-come, first-served basis on receipt of payment.

For information, including ideas for sponsorships not listed here, please contact Dick Bublitz, 800/485-5029, 818/992-0366, dickbublitz@sbcglobal.net.

Call for Student Volunteers

HFES invites full-time students to serve as student volunteers for the 54th Annual Meeting, September 27–October 1, in San Francisco. Student volunteers perform many essential functions and help to ensure that the Annual Meeting runs smoothly.

First preference will be given to HFES Student Affiliate members. Students applying to volunteer must preregister by August 16, 2010. Registration opens in late June. To volunteer, please send the following information to the e-mail address below:

- your contact information (including your full name and e-mail address) ;
- your first, second, and third choices from the list of key areas given below ; and
- your anticipated date of arrival at and departure from the meeting.

Address requests to Director of Member Services Carlos de Falla, carlos@hfes.org.

You may request assignments in specific areas, and every effort will be made to ensure you receive your first or second choice. Volunteer positions are limited to about 50 slots and will be accepted on a first-come, first-served basis. Help is needed in the following key areas:

- Workshops (Monday, September 27)
- On-Site Career Center (September 28–30)
- Daily on-site newsletter (September 28–30)
- Poster sessions (September 28–October 1)
- Internet stations (September 27–October 1)

Assignments will be made and instructions sent prior to the meeting. A student volunteer room will be available at the headquarters hotel for checking assignments, networking with other students, and obtaining signatures for completed work.

Volunteer positions are based on need, and most are for four hours. Students who volunteer for four hours will be reimbursed half the student registration fee. Those who are assigned to eight hours of volunteer work will receive a reimbursement of the full student registration fee. Refunds are processed after the meeting.

Space Requests for Special Meetings

Groups that wish to conduct special meetings at the 54th Annual Meeting are invited to submit requests for meeting space. Generally, meetings will be accommodated on a first-come, first-served basis; however, priority is given to meetings that are open to all interested attendees. Meetings that are open to members and attendees will be listed in the final program, which is distributed at the meeting.

To request a meeting time and space, contact HFES Executive Director Lynn Strother at 310/394-1811, lynn@hfes.org.

MEMBERSHIP

List Your Consulting and Expert Witness Services with HFES

If you're a Full Member or Fellow and provide consulting or expert witness services, HFES invites you to purchase a listing in the [online Consultants Directory](#).

The Consultants Directory is freely available to anyone who visits the HFES Web site. The fees for an annual listing are \$150 for individuals and \$250 for companies; renewal rates for those already in the system are \$100 for individuals and \$200 for companies.

If your 2010 HFES dues are paid and you'd like to place or renew a listing, go to hfes.org, log in, and click on "Consultant's Directory" on the menu bar. If you have any questions, please contact the Member Services Department at 310/394-1811, membership@hfes.org.

NEWS

Nomination Ballots To Be Mailed

Nomination ballots for the 2010 election of HFES officers and at-large Executive Council members will be mailed to Full and Emeritus Members and Fellows on *April 27*. Completed nomination ballots are due *May 27*.

Reviews of HF/E Book Sale

For a limited time, all single print volumes of the *Reviews of Human Factors and Ergonomics* are 40% off! That means a single volume sells for \$48 instead of \$80. And if you buy the five-volume set, you save an additional 25% off the already discounted set price, a total savings of \$175. Log in at hfes.org to take advantage of these prices, or [download the printable order form](#). The sale ends on April 19.

Call for Student Award Applications

By Sandra K. Garrett, Chair, Student Affairs Committee

The Student Affairs Committee is pleased to have the opportunity to recognize the accomplishments of and service to the Society by our students and student chapters through the Student Member with Honors Award and the Outstanding Student Chapter Award. To apply for these awards, students or chapters must send a completed application and supporting materials (see below) to garrett@clermson.edu on or before **July 1, 2010**. The award recipients will be recognized at the [54th Annual Meeting](#) in San Francisco, September 27–October 1.

Student Member With Honors

This designation honors students who have made an outstanding contribution to the discipline and/or HFES during their tenure as a student. To qualify, students must meet *all* of the following eligibility requirements:

- Student membership in HFES for at least six months prior to application
- Graduate student, or class standing of junior or senior for an undergraduate
- Minimum GPA of 3.75 or its equivalent for graduate students (as evidenced by a transcript)
- Minimum GPA of 3.50 or its equivalent for undergraduate students (as evidenced by a transcript)
- Successful completion of at least three human factors–related courses with a grade of A or its equivalent (as evidenced by a transcript or letter from the instructor)
- Significant HF/E-related service to HFES at the Society-wide or local chapter level, or to the local community (provide letter from chapter adviser, committee chair, or officer of the group)
- One letter of recommendation from a faculty member, which specifies and demonstrates the outstanding contributions made by the student

In addition, at least *two* of the following three conditions must be met:

- Publication of HF/E work in an approved journal (e.g., *Human Factors*, *Ergonomics in Design*, *Applied Ergonomics*, or any other peer-reviewed journal approved by the Awards Committee). The student must be listed as the first or second author
- A human factors–related presentation at a national or international meeting (provide photocopy from program or letter from adviser)
- Evidence of significant contribution to an industry project (e.g., design award, patent, transformational product or system design, ergonomics program development). Note that the student must be a primary contributor to the project, and activities must significantly exceed those required of most "capstone" courses

Student Chapter Levels of Recognition

Chapters will be judged on the number and quality of activities in which they engage across several categories. The levels of recognition are as follows:

- **Gold:** This level requires activity in at least nine categories.
- **Silver:** This level requires activity in at least six categories.
- **Bronze:** This level requires activity in at least three categories.

The list of activity categories and selected sample activities is shown below. (Note that we will consider additional activities for each category.) The creativity category allows chapters to uniquely define activities and provides an opportunity for some chapters to obtain a recognition level for which they would not otherwise qualify.

- **Recruitment** – increase the number of members in the chapter.
- **Guest speakers** – invite outside professionals, professors from other universities, or professors from within the same university.
- **Field trips** – visit nearby companies, industries, and so on, to learn about new domains.
- **Outreach/volunteerism** – participate in National Ergonomics Month; reach out to fellow students and to students in K–12; increase public awareness and promotion of HF/E in general.
- **Collaboration** – work with other departments in your university or with other HF/E programs in nearby universities (e.g., local student conference).
- **Service to HFES** – participate on the Annual Meeting Host Committee or participate in either Annual Meeting student activities or Student Career and Professional Development Day.
- **Exploration** – design or conduct research on projects taken on by the chapter; work together to solve some problem .
- **Social** – hold chapter social activities to foster interaction among members.
- **Information dissemination** – use a Web site, mail group, Wikipedia, or similar vehicle to share information, promote a program, and so on.
- **Student membership in HFES** – encourage chapter members to join HFES as Student Affiliate members.
- **Mentorship** – mentor incoming and new students; participate in student orientation for incoming students.
- **Continuous improvement** – improve the resources of the chapter (library, facilities, etc.)
- **Creativity** – utilize creative approaches to chapter activities.

Chapters must provide supporting materials that document the various activities of the chapter, the recognition level sought (Gold, Silver, or Bronze), and a supporting letter of recommendation from the chapter adviser. We encourage you to submit other materials that will support the application, such as brochures, announcements, or images from events, videos, and Web sites. Please include all supporting material electronically as part of the application, and provide sufficient detail for evaluation in each category.

Submitting Your Application

The deadline for receiving applications for both the Student Member With Honors and the Student Chapter Award is **July 1, 2010**. No applications will be accepted after this date. [Application information](#) may be obtained from the HFES Web site. Completed application materials should be compiled and saved as one document (preferably PDF, but Word is acceptable). This application should be sent as an e-mail attachment to Student Affairs Chair Sandra Garrett (garrett@clemsun.edu).

STUDENT VIEWS

HF Conference at California State University, Long Beach

By Paige Bacon, CSULB Student Chapter President

The HFES Student Chapter at California State University, Long Beach (CSULB) hosted its 5th Annual Regional Human Factors Conference on February 27.

The conference featured three keynote speakers. Lawrence Najjar, principal user experience architect, TandemSeven, discussed interaction design in the real world, including his previous experiences working for a major company and his current work as a consultant. Vernol Battiste, research psychologist, NASA Ames Research Center, highlighted the current research being conducted at the Flight Deck Display Research Laboratory involving a volumetric cockpit situation display and its possible uses in the future. Panadda Marayong, assistant professor, CSULB, discussed her work involving human-machine collaborative systems, specifically the human factors involved in designing robots for the medical field.

The conference also included a poster session showcasing the work of students from CSULB and surrounding universities, as well as a career/internship panel featuring three professionals from nearby companies who helped students better understand the process of obtaining an internship or entry-level human factors position.



Career/Internship panelists (L to R): Lawrence Najjar, Nancy Heacox, and Todd Canterbury.

The panelists were available to answer students' questions. The conference was a success, and we are looking forward to the 6th Annual Conference in 2011!

Paige Bacon is a student in the MS human factors program at California State University, Long Beach, and president of the HFES CSULB Student Chapter. She received her BA in psychology from Wichita State University.

Putting the Spotlight on Human Factors

By Jeremiah D. Still & Brian Cronk, Missouri Western State University

Every 10 years the Psychology Department at Missouri Western State University hosts the Great Plains Student Psychology Convention. This year nearly 400 faculty and students participated from eight states, including Arkansas, Kansas, Missouri, Oklahoma, and Nebraska. With this relatively large audience of undergraduate students, and professors who interact with undergraduate students, we decided to focus on an area of psychology that receives little attention in traditional introductory classes – human factors.

When choosing a focus for the conference, we had two motives. Missouri Western was the first to offer a human factors graduate program in the state of Missouri, and, obviously, the chance for self-promotion could not be ignored. But, more important, we had the subjective impression that even if students and their professors are familiar with human factors, they may not be familiar with the possibilities available for a human factors professional. We attempted to educate our captive audience by bringing in a human factors keynote address speaker, taking interested parties on a tour of the Psychology of Design (PoD)



The semifinalists (L to R) include John Smyers, Park University; Michael Webster, Northwest Missouri State University; Emily Stern, University of Central Missouri; Matthew Barcus, Briar Cliff University; Grace Escobar, Union College; Samantha Gross, Park University; and Kayla Ann Bradley (Presentation Team Logistician), Wayne State University.

Lab, hosting a usability relay, and adding a human factors graduate student poster session to the agenda.

Human factors was brought to the forefront on the first day of the conference with a keynote address by HFES Fellow Ronald G. Shapiro. His presentation, "[Games to Explain Human Factors: Come, Participate, Learn, & Have Fun!](#)," brought human factors to life! Shapiro had the audience moving and laughing as he led activities designed to demonstrate the limits of our perception, attention, and response capabilities. In one activity, audience members were asked to rotate their right foot clockwise and, after a moment, while rotating the foot, attempt to draw a big "6" in the air with their right hand. (Try it yourself – if you can!) By the end of his presentation, we had learned to blame product designs, and not ourselves, for everyday mistakes.

Later that night, our graduate students conducted a usability "relay." Contestants completed a series of tasks as quickly as possible: sign up for a Facebook group, find tomorrow's high temperature, and find a Missouri Western campus map. They competed fervently for the chance to win a computer even though they had never seen the computer. The individual with the fastest relay time was awarded an Apple IIe in proper working order. The winner of the contest sincerely inquired, "Can I access Facebook on it?"

Here at Missouri Western, we were given the opportunity to introduce a large group of promising undergraduate students to a field that is often overlooked in mainstream psychology courses. This opportunity could not have come at a better time for us, as our human factors graduate program is rapidly approaching its second year. We are actively searching for motivated individuals with an interest in the research and design of products. For information regarding the program, visit the Web site (<http://www.missouriwestern.edu/psychology/graduate.asp>).

Jeremiah D. Still, PhD, is an assistant professor and director of the Master's of Applied Science Option in Human Factors and Usability Testing at Missouri Western State University. Research in his Psychology of Design Lab explores the integration of cognitive theory and practical considerations in the design process.

Brian C. Cronk is a Board of Governors Distinguished Professor of Psychology and interim dean of graduate studies at Missouri Western State University.

Bulletin



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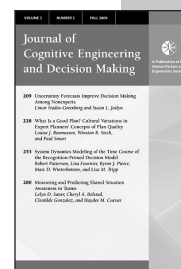
ESSENTIAL READING from HFES

Journal of Cognitive Engineering and Decision Making

JCEDM focuses on research that seeks to understand how people engage in cognitive work in real-world settings and the development of systems that support that work. *JCEDM* differs from most journals by supporting research that grapples with the messy, hard-to-define, and difficult-to-study realities that confront humans as

they attempt to interact effectively with complex environments.

Quarterly in Spring, Summer, Fall, and Winter, 6 x 9", ~400 pp./year;
Online only: \$90 HFES members, \$170 nonmembers, \$400 institutions;
Print only: \$100 HFES members, \$185 nonmembers, \$430 institutions;
Online + print: \$120 members, \$225 nonmembers, \$520 institutions



Best of Human Factors: Thirty Classic Contributions to Human Factors/Ergonomics Science and Engineering

Edited by Nancy J. Cooke & Eduardo Salas

In this book are 30 of the best papers published in the 50-year history of *Human Factors: The Journal of the Human Factors and Ergonomics Society*. The papers are categorized in one of three broad areas: Applications, Technology/Engineering/Physiology, and Human Performance. They are the most highly cited and valued by a repre-

sentative sample of readers. *Best of Human Factors* serves as a historical resource for HF/E professionals, a compendium of readings for graduate-level education, and a means to introduce the field of human factors/ergonomics to anyone with an interest in improving the human-system interface.

580 pp., 8½ x 11", paper; \$115 HFES members, \$125 nonmembers

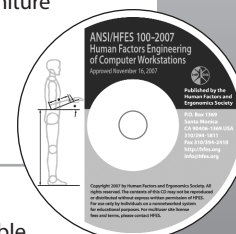


ANSI/HFES 100-2007 Human Factors Engineering of Computer Workstations

In November 2007, the American National Standards Institute approved ANSI/HFES 100-2007, *Human Factors Engineering of Computer Workstations* as an American National Standard. This document pro-

vides specific guidance for the design and installation of computer workstations, including displays, input devices, and furniture that will accommodate a wide variety of users.

2007, 108 pp., 38 figures, 5 tables, 8½ x 11",
CD-ROM: \$50 members, \$85 nonmembers
Print: \$60 members, \$95 nonmembers



ANSI/HFES 200-2008 Human Factors Engineering of Software User Interfaces

The objective of this significant new American National Standard, in development for 20 years, is to provide design requirements and recommendations that will increase the accessibility, learnability, and ease of use of software. The ultimate beneficiaries are the end users of software, whose needs motivated the design recommenda-

tions in HFES 200. The application of this standard is intended to provide user interfaces that are more usable, accessible, and consistent and that enable greater productivity and satisfaction.

Contents: Part 1: Introduction; Part 2: Accessibility; Part 3: Interaction Techniques; Part 4: Interactive Voice Response; Part 5: Visual Presentation and Use of Color.

426 pp., CD-ROM
\$175 members, \$200 nonmembers

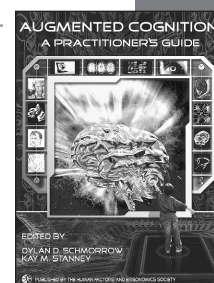
Augmented Cognition: A Practitioner's Guide

Edited by Dylan D. Schmorrow & Kay M. Stanney

This comprehensive publication dedicated to formalizing the study and practice of augmented cognition pulls together a vast array of information into a single source and provides valuable advice on how to study and practice in this field successfully. Covers brain sensors and measures; fNIR sensors; sensor integration to characterize operator state; cognitive state estimation in mobile environments;

a mitigation framework for enhancing situation awareness; methodology, methods, and metrics for testing and evaluating augmented cognition systems; engineering control system theory in the behavioral sciences; design platform methodology for augmented cognition; and practical considerations for developing augmented cognition applications. Includes index.

280 pp., 8½ x 11", paper; \$85 HFES members, \$100 nonmembers



2009 HFES Salary and Compensation Survey Report

The report of the 2009 survey contains the results, in tabular form, from 613 HFES members in the United States based on their 2008 employment and consulting income. Responses cover pay (cash and nonmonetary compensation) and benefits such as health insurance or defined contribution plans. In addition, for the first time since HFES began surveying its members, the questionnaire included

questions about current trends in the employment environment for human factors/ergonomics professionals. In 20 tables, the report describes members' demographic data (region, market sector, degree held/discipline, degree/time in position, years since highest degree, population, and employment size), as well as mean total pay by those same characteristics.

40 pp., 8½ x 11", paper; PDF e-book delivered via e-mail;
\$50 members, \$300 nonmembers and institutions

To order, go to <http://hfes.org/Publications>, or contact the Human Factors and Ergonomics Society, P.O. Box 1369, Santa Monica, CA 90406-1369 USA; 310/394-1811, Fax 310/394-2410, store@hfes.org.

