San Diego Chapter Creates Better Safety Markings for Mobile Ice Cream Vendors
By Joseph Cohen, HFES San Diego Chapter Member

Incidents in which children are struck by approaching vehicles when ice cream vendors are present is all too common in residential neighborhoods across America. Being struck by a passing vehicle while going to or from a mobile ice cream vendor is among the seven most common traffic collision incidents involving children, according to a 1993 study by the National Highway Traffic Safety Administration. Safety countermeasures required by law to prevent such incidents are enacted at the state, county, and local governmental levels. These regulations specify where vendors can operate and the safety markings that they must affix to their vehicles.

In this article, the San Diego chapter (SD-HFES) summarizes its work to date aimed at (1) increasing the public’s understanding of the situations in which a child may be hit by motor vehicles while ice vendors are present and (2) improving the regulations governing the safety markings required on mobile ice cream vendors in California.

The Destiny Nicole Stout Memorial Act requires that vendors’ vehicles display signs on both the front and back that are clearly legible from 100 feet under daylight conditions. The signs must incorporate the words “WARNING” and “CHILDREN CROSSING” to alert approaching drivers that children may be present. Each sign must be at least 12 inches high by 48 inches wide, with letters of a dark color at least 4 inches high, a 1-inch-wide solid border, and a sharply contrasting background. No safety symbols are required.

From an HF/E perspective, SD-HFES critically examined the safety markings required by California’s prevailing vehicle code. We also documented inconsistent safety markings and widespread noncompliance with the law in cities throughout Southern California, concluding that the vehicle code section governing safety markings for mobile residential ice cream vendors may not be well enforced.

In the first phase of the project, we created safety symbols to supplement the requirements of the vehicle code. Recognizing the need for quick interpretation by approaching drivers, chapter members developed eight candidate signs based on participating members’ respective knowledge of the human perceptual-cognitive capabilities and limitations associated with driving.

Candidate signs were tested in Phase I for comprehension according to the protocol set forth in the ANSI Z535.3 standard, Criteria for Safety Symbols. Ninety subject matter experts consisting of members of the HF/E and law enforcement communities estimated what percentage of the population would understand the message conveyed by each of the eight candidate signs.

At the HFES 55th Annual Meeting in Las Vegas in September 2011, SD-HFES displayed the eight candidate Phase I signs on a poster board in the exhibit hall and solicited ratings by the use of push pins to indicate attendees’ preferences. We received more than 100 votes. The candidate sign receiving the most votes depicted a running child on an orange background with arrows pointing to the left and right. The candidate sign incorporating only the required “WARNING” and “CHILDREN CROSSING” text on an orange background without a safety symbol received zero votes.
SD-HFES plans to conduct final open-ended testing of the candidate safety signs in Phase II of the project, slated for 2012. When this second phase is completed, we will summarize the results of both phases in a written report. Additional research may be conducted to examine to what extent the candidate signs affect drivers’ perception and reaction time to darting children in simulated environments. Once the project is complete, the chapter plans to submit its findings to members of the California legislature for their consideration.

For further information, contact San Diego Chapter President Nancy Heacox at nancyheacox@pacific-science.com.

SD-HFES members who have participated in this project are Teresa Alley, Joseph Cohen, Nancy Heacox, Frank Lacson, George Seymour, Mark St. John, Daniel Vomhoff, Alicia Wolf, and Marina Zielinski. The greater SD-HFES chapter regularly host tours, events and meetings, as well as volunteers in the community. See www.sdhfes.org for more details about the chapter.

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**ANNUAL MEETING**

Submit Your Work for the 2012 Annual Meeting

On January 14, HFES will open the online Call for Proposals for the 56th Annual Meeting, which will take place October 22–26 at the Westin Boston Waterfront Hotel in Boston. Case studies, debates, demonstrations, competitive product designs, new methodologies, on-site experiments, and posters are welcome.


Papers that have been published previously or presented at another professional meeting may not be submitted. All research and analyses described in a proposal must be complete when the proposal is submitted. Papers that do not present completed work will be rejected. The sole exception to this policy is for student work submitted for consideration in the Student Forum track, in which case the proposer may report on work in progress.

Note that for all accepted submissions, one of the authors must attend the meeting to present the work. All presenters are required to pay the meeting registration fee.

For questions on the submission process, please contact Lois Smith (lois@hfes.org, 310/394-1811).
Renew Your Membership Today!

HFES members enjoy a wide range of benefits at great savings. For $195, members receive access to HFES publications that alone would cost a nonmember $878 for online issues of:

- *Human Factors*: $451
- *Ergonomics in Design*: $79
- *Journal of Cognitive Engineering and Decision Making*: $169
- *Reviews of Human Factors and Ergonomics*: $95
- *Proceedings of the HFES Annual Meeting*: $84

In addition to these excellent publications, you’re entitled to the following benefits:

- Discounted registration and workshop fees for the HFES Annual Meeting and the 2012 Symposium on Human Factors and Ergonomics in Health Care
- Complimentary registration for monthly webinars (nonmembers pay $125 for each webinar) and access to all past webinar recordings. 2012 webinar presenters 2012 include Thomas Sheridan, Paul Green, Anthony Andre, and Deborah Boehm-Davis
- Access to the members-only HFES Career Center for confidential résumé posting and job searching, and the On-Site Career Center at the Annual Meeting
- Economical listing privileges in the Consultants Directory (for Full Members and Fellows)
- Opportunity to nominate yourself or colleagues for HFES awards and election to Fellow
- Discounted subscription rates for *Ergonomics* ($220) and the online version of *Theoretical Issues in Ergonomics Science* ($99 + VAT)
- 20% off software, workload assessment tools, data analysis tools, and other products from the Human Systems Information Analysis Center (formerly CSERIAC)
- 15% off Taylor & Francis and CRC Press books
- 15% off selected books from Academic Press
- Discounts on car rentals from Hertz

All benefits can be found online at [http://www.hfes.org/web/Membership/benefits.html](http://www.hfes.org/web/Membership/benefits.html). (Emeritus members: Your HFES membership does not expire, but please log in at hfes.org to renew your publication subscriptions and TG memberships.)

Continuing the Society’s resource conservation efforts, the 2012–2013 HFES Directory & Yearbook will include listings only for members who have renewed their membership by March 9. (Remember, however, that membership renewals made after January 31 include a late fee of $15.) To ensure that your most up-to-date contact information appears in the printed directory, please log in to your member record and make the necessary changes. Only business contact information will be included. The most current contact information for members will always be accessible via the online membership directory when you log in at hfes.org. (Forgot your HFES login ID? Contact Member Services at membership@hfes.org, 310/394-1811.)

Log in today and renew to ensure your continued access to the Society’s publications and your network of peers in the field.
Reminder: Fellow Nominations Due February 1

The Fellows Selection Committee invites nominations for Fellows to be elected in 2012. “Fellow” is a special class of Society membership, as established in the Bylaws, Article I, Section 4. Individuals may apply for Fellow status on their own behalf, or they may submit a nomination on behalf of another.

The Fellow Nomination Package—including instructions, nomination and recommendation forms, and supporting information—may be obtained from the Fellows page (http://www.hfes.org/web/Awards&Fellows/FellowApplication.html). You may also contact HFES Director of Member Services Carlos de Falla at carlos@hfes.org. The completed package (nomination form, recommendation form, candidate’s vitae or résumé, and supporting documentation) must be received at the HFES Central Office on or before February 1, 2012.

Webinar: Getting the Most Out of Your Graduate School Education

Registration opens soon for the January 30 webinar, “Guidelines for Getting the Most Out of Your Graduate School Education.” Anthony D. (Tony) Andre, Deborah A. Boehm-Davis, Ronald G. Shapiro, and Christopher Brill will discuss tips and advice at the following times:

- 9:30–11:00 a.m. Pacific
- 10:30 a.m.–12:00 noon Mountain
- 11:30 a.m.–1:00 p.m. Central
- 12:30–2:00 p.m. Eastern
- 5:30–7:00 p.m. GMT

About the Webinar

If you are a student in the HF/E field, this webinar is for you! Human factors/ergonomics students must navigate many issues in order to successfully prepare themselves for a career in our field. Early preparation is the key to successfully starting in your professional career.

This webinar continues the outstanding student career session that took place at the 2010 HFES Annual Meeting in San Francisco, as well as the long-standing annual meeting career panels and student career days. Each of the distinguished panelists will present important advice on career preparation issues, after which audience members can ask questions in electronic town hall meeting style.

About the Presenters

Anthony D. (Tony) Andre is the HFES immediate past president, founding principal of Interface Analysis Associates (a human factors consultancy), and an adjunct professor of human factors and ergonomics at San Jose State University. He has been deeply involved in HFES student and early-career professional development for the past 15 years.

Deborah A. Boehm-Davis is associate dean in the College of Humanities and Social Sciences at George Mason University. She has served as a professor in the Human Factors & Applied Cognition Program and has been involved with HFES for 30 years, including service as president and secretary/treasurer.

J. Christopher Brill is a faculty member in the human factors psychology PhD program at Old Dominion University (ODU). He is an active member of HFES and remains a strong advocate for student issues. He is a member of the Technical Program Committee (Student
Awards Nominations Invited

Each year during the HFES Annual Meeting, the Society honors outstanding persons who have made significant contributions to the human factors/ergonomics discipline. Nominations are requested from HFES Full Members for six of these awards. Nominees are not required to be HFES members. Submissions are due on or before March 30, 2012.

To nominate an award candidate,

- submit the candidate’s résumé or curriculum vitae, a nominating letter, and at least two but no more than three letters of support from individuals who know the candidate well enough to assess his or her candidacy in terms of the award’s criteria; and
- send all nomination packages via e-mail to Lynn Strother, lynn@hfes.org. Please submit the package as a single file in PDF format.

Nominations are sought for the following awards:

**Hal W. Hendrick Distinguished International Colleague Award** recognizes a non-U.S. citizen who has made outstanding contributions to the human factors/ergonomics field. Candidates are considered based on the significance of their contributions and their worldwide recognition within and outside the HF/E profession.

**Paul M. Fitts Education Award** recognizes a person who has made exceptional contributions to the education and training of HF/E specialists. The award is open to all Society members who train or educate and is not restricted to academic educators. Candidates should either be currently or previously engaged in college or university teaching of HF/E material or should have written significant textbooks in the field. The principal criteria for evaluation are the influence that the candidate has had on students and/or how extensively the candidate’s work has been used by educators in general. If the criterion for the award is student influence, as many as five testimonials from current or previous students may be submitted in addition to the curriculum vitae or résumé and letters of recommendation.

**A. R. Lauer Safety Award** recognizes a person for outstanding contributions to HF/E aspects in the broad area of safety. This includes HF/E work that has led to reduced accidents and injuries in such areas as industry, aviation, surface transportation, and consumer products. Candidates’ accomplishments should be related to safety or safety training technology as demonstrated by research or application of HF/E principles. Emphasis should be placed on both programmatic and recent contributions to the field of endeavor.

**Alexander C. Williams, Jr., Design Award** recognizes those who have made outstanding contributions to the conception or design of any product, service, or system that has had a significant impact on users and exemplifies the excellent use of empirical HF/E design principles. “Product, service, or system” may include consumer or business products, training systems, communications systems, computing systems, display systems, control systems, highly procedural systems such as the air traffic system, or any combination of one or more
people and equipment designed to perform some goal-oriented function. The product, service, or system need not necessarily be extremely large or complex. The essential criteria are that the product, service, or system has achieved operational status and that its conception and design are based on the outstanding application of experimentally determined HF/E design principles.

In addition to the curriculum vitae or résumé and letters of support, other evidence of the success of the design will be accepted, such as testimonials from users’ performance evaluations or papers or reports that substantiate the extent to which the submission is based on experimentally derived HF/E design principles.

**Jack A. Kraft Innovator Award** honors a person for significant efforts to extend or diversify the application of HF/E principles and methods to new areas of endeavor. In addition, candidates must have made effective efforts to encourage the application of HF/E knowledge and techniques in new areas. The field of endeavor should differ from previous military, space, government, or industry-supported work. Candidates will be evaluated on the significance of their effort to society in general, the adequacy of the effort to accomplish intended objectives (e.g., thoroughness of problem analysis, effectiveness of proposed or achieved solutions), and the impact of their effort on the HF/E profession.

**Oliver Keith Hansen Outreach Award** recognizes members and nonmembers who engage in significant activities that broaden awareness of the existence of the HF/E profession and the benefits it brings to humankind.

Award winners are notified prior to the HFES Annual Meeting and are recognized during the opening plenary session.

HFES also presents the following awards each year, which are not open for nominations:

- **Jerome H. Ely Human Factors Article Award** for the best paper published in the previous year’s volume
- **Best Ergonomics in Design Article Award** for the best article published in the previous year’s volume
- **Arnold M. Small President’s Distinguished Service Award**
- **Alphonse Chapanis Student Paper Award.** Students whose 2012 Annual Meeting papers are accepted are encouraged to compete for this award. The award application form will be available to accepted authors in May.

## CHAPTERS

### UB Student Chapter Hosts 12th Human Factors Inter-University Workshop

*By Sudeep Hegde and Neeraja Subrahmaniyan*

The University at Buffalo (UB) Student Chapter hosted the 12th Inter-University Workshop (IUW) on November 5, 2011. The IUW is a student conference hosted on a rotating basis by the Universities of Toronto, Waterloo, and Buffalo to provide opportunities for students to present research and network with peers and professionals.

The 2011 IUW featured two keynote speakers: Emilie Roth from Roth Cognitive Engineering and Thomas Armstrong from the University of Michigan, Ann Arbor. Roth’s address was titled “Designing for Collaborative Automation: A Course of Action Exploration Tool for Transportation Planning.” She discussed some of her ongoing efforts to develop work and planning aids that help practitioners directly perceive work goals, affordances, and constraints with support from machine intelligence.

Armstrong’s address, “Biomechanical Models for Study and Control for Work-Related Illnesses and Injuries of the Hand,” spanned research projects with a number of student collaborators over many years. These projects focused on the development of a scalable kine-
matic hand model for predicting hand postures with given work objects and tasks, skin friction and its contribution to coupling, and tendon travel and loads in relation to chronic hand and wrist injuries.

The 78 students who participated came from the University of Toronto, University of Waterloo, University of Michigan (Ann Arbor), Cornell University, Rochester Institute of Technology, and UB. Student research papers and posters covered the diverse topics within HF/E, such as cognitive engineering and decision making, ergonomic design, industrial safety, and usability testing. Application domains addressed by the student presenters included air traffic control, health care, consumer products, video games, and transportation.

An award for the best student presentation (based on audience ratings) was given to Carmen Branje (University of Toronto) for his presentation, “The Vibrochord.” The award for the best poster presentation went to Nicolette McGeorge and Sudeep Hegde (University at Buffalo) for “Studying the Impact of Interoperable Health IT on Workflows in Ambulatory Care.”

Clockwise from bottom left: Keynote speakers Emilie Roth and Thomas Armstrong, Shi Cao (University of Michigan), Dapeng Cao (University at Buffalo), the auditorium at University at Buffalo, Plinio Pelegrini Morita (University of Waterloo), Xiaochen Yuan (University of Waterloo), Clive D’Souza, and Xinhui Zhu (University at Buffalo).

The event was funded by UB’s Department of Industrial and Systems Engineering, the Graduate Student Association, UB’s Center for Multisource Information Fusion Research and CUBRC, Charles River Analytics (Cambridge, MA), the Center for Inclusive Design and Environmental Access (UB School of Architecture), Bentley University’s Human Factors in Information Design program, the Human Factors and Ergonomics Society, the National Center for Human Factors Engineering in Health Care (Washington, D.C.), Tempo restaurant, and OfficeMax.

Sudeep Hegde is a PhD candidate who works with Ann Bisantz in the field of cognitive engineering and decision making. Neeraja Subrahmaniyan is a PhD student working on design methodologies to improve communication devices used by people with communicative impairments.
Penn State Student Chapter Offers Cultural Education Project for World Usability Day

By Kelly Sprehn, President, Pennsylvania State University Student Chapter

Like human factors/ergonomics, the usability profession focuses on making things easier for people. World Usability Day, held each November, aims to bring awareness and synergy to the usability community around the world. This year’s theme, “Education: Designing for Social Change,” provided guidance for activities while also encouraging responses from a broad group of participants. The Penn State Student Chapter found a unique way to apply “Designing for Social Change” to another theme: “Milking the Rhino.”

Milking the Rhino Innovative Solutions Showcase

For our WUD project, the chapter decided to participate in another initiative, the Innovative Solutions Showcase (ISS), which was inspired by the documentary *Milking the Rhino* by David E. Simpson. The ISS seeks to provide “students from all majors... a venue to foster critical thinking about sustainable community development, developmental entrepreneurship, and the role of technology in enabling new solutions to global inequities” (mtrsolutions.weebly.com).

In the documentary, community-based conservation provides a vehicle for exploring solutions to the increasing tensions between animal conservation efforts in western Africa and the needs of the people who live there. The documentary follows the process of shifting thinking and culture toward a more sustainable way of life in Kenya and Namibia. The phrase “milking the rhino” captures the spirit of a synergistic and positive way to move into the future, one that enables villagers to survive and thrive from the natural resources, including animals, without destroying them.

For the ISS, teams of up to four students submit a three-minute video detailing their selected issue while addressing the following questions:

- How does the issue present a problem for those living in Kenya or Namibia? (This section also demonstrates that the students understand the area’s social and cultural issues.)
- What is the feasible solution for the problem?
- How can the participants justify the feasibility of the project, and how can this project set students on a course for future success?

Penn State Student Chapter Team

At a chapter meeting, members considered the opportunity to form a team and compete in the ISS. Our group—consisting of Mouni Reddy, Lu “Kate” Jia, and Zhiwen “Steven” Liang—went to work to learn about the social issues in western Africa.

Approaching this project as the methodologically oriented industrial engineers that we are, we first watched the documentary, then brainstormed ideas, researched a subset of these ideas, compared success in other situations, drew up a business case, and made our three-minute video.

The documentary was extremely helpful in providing both the scope of the issues of sustainable conservation and a brief introduction to the native Himba and Maasai cultures. We learned that indigenous people need money after the boom-bust culture of colonialism and, later, safaris and tourism. This helped us to formulate ideas for our video. We asked ourselves, “How can these people make money?” Drawing from the cultural experiences of Kate and Steven, we learned that the Chinese have extensive and lucrative live culture shows for tourists that showcase cultural history, practices, and styles. The success of these shows, as well as information about the growing popularity of western African tourism, provided a solid foundation for our project. Our aim was not only to generate income but also to educate tourists about the Himba culture and preserve the traditions of a society that is becoming more modern.
To meet our goal of raising money, we estimated the cost of transporting tourists from the resort area to the homes and camps of the natives and additional options such as hosting a dinner. Then we calculated what to charge in order to make a profit and concluded that $25.00 would be reasonable and likely to result in a profit. Finally, we composed a pitch about our culture show, found at http://www.youtube.com/watch?v=pHTMSt5/rc.

The Competition
Hosted by the Humanitarian Engineering and Social Entrepreneurship (HESE) Program, the showcase was held on November 12, just after World Usability Day. The documentary was played first, to set the stage for the 3-minute video pitches, followed by the videos from the 16 finalists. The ideas displayed were incredible! They came from students in a variety of colleges and disciplines in a number of countries, including Kenya. The ideas ranged from affordable greenhouses to a bug spray for cattle.

Lessons Learned
Although our video was not selected for the final competition, we learned some valuable lessons both in the process of competing and from our fellow students. First, understanding the target audience—in this case, the people of western Africa—was critical. Although an 83-minute documentary was useful for initial research, being with the people, working with them, and learning about every dimension of their lifestyle would have been invaluable, though not feasible for us.

Next, focusing on only one problem is difficult, making it necessary to maintain a manageable scope. The problems depicted in the documentary were presented as important challenges. We brainstormed several solutions to various problems in our initial meetings and used the inspiration of successful and feasible cultural shows in China to generate the video for our final submission. That concept led to our final lesson: Being inspired rarely comes from a “eureka” moment. Instead, it is usually derived from other projects or venues. Other finalists also drew their ideas from successful models, tweaking them to fit the spirit and culture of people in western Africa.

The entrepreneurial spirit of the Innovative Solutions Showcase encompassed the entire competition, encouraging students to continue to move forward with their ideas.

Kelly Sprehn is a PhD candidate in industrial engineering at Pennsylvania State University. She is focusing in human factors and product design. Her goal as student chapter president is to continue a strong tradition of involvement, outreach, and diversity.

OTHER NEWS

2012 IEHF Design Award

The Ergonomics Design Award has been established by the Institute of Ergonomics & Human Factors (IEHF) to recognize and acknowledge excellence in the application of ergonomics. The award is open to all designers and ergonomists who can demonstrate the application of ergonomics to the highest standard in a product or design. Applications are open to anyone—individuals or a team.

For more information and an application form, visit the Institute’s Web site at http://www.ergonomics.org.uk.
Proposals Sought for ICAD2012

The 18th International Conference on Auditory Display (ICAD2012) will be held June 18–22 at the Georgia Institute of Technology in Atlanta. The event will mark the 20th anniversary of the 1st International Conference on Auditory Display. Since 1992, ICAD has been the premier international venue for the dissemination and discussion of work related to the science, art, and practice of sound as a communicative display.


Junior Researchers to Network at IEA 2012

The Réseau des Jeunes Chercheurs en Ergonomie (RJCE) and the Early Career Researchers Special Interest Group (SIG) aim to establish a community of peers that both socially and technically supports the promotion of the sharing of ideas, concepts, and theories in all areas of ergonomics in educational entities and industry.

The RJCE and the Early Career Researchers SIG are actively working to build a larger worldwide network. The 18th Triennial IEA Congress in Recife, Brazil, will provide the opportunity to create a unique forum for friendly exchanges and dialogues with research students from around the world.

Students and junior researchers interested in this initiative are encouraged to contact the Organizing Committee at iea2012@rjce.fr about giving a short informal presentation about their country on topics such as the history of ergonomics, the current situation regarding research in ergonomics, progress and difficulties in pursuing a research degree, or any other topic that fits the meeting’s objectives.
The Human Factors and Ergonomics Society invites you to attend the 2012 Symposium on Human Factors and Ergonomics in Health Care, to be held March 12–14 at the Baltimore Marriott Waterfront Hotel in Baltimore, Maryland. Mark your calendars!

The objective of the symposium is to bring together professionals and other stakeholders in both the scientific and practice realms of the health-care community and to bridge knowledge gaps among them. HF/E professionals will present the latest research, best practices, and case histories.

Unique to this symposium is the inclusion of manufacturers, health-care providers (physicians, nurses, administrators, etc.), and policy makers, who will discuss their experiences in using HF/E processes and principles. The symposium will also enable them to communicate their need for additional collaboration with the HF/E community.

Presentations will address three topical tracks:

- Patient and Health-Care Provider Safety
- Health-Care Information Technology
- Medical Device Design

Lucian L. Leape, MD, kicks off the symposium with the opening plenary address on Monday, March 12. Leape was a founder of the National Patient Safety Foundation. The closing session, on March 14, features a panel presentation by the FDA Human Factors Group.

The symposium will conclude on Wednesday, March 14 with the Food and Drug Administration Human Factors Group as the closing plenary panel.
NOW AVAILABLE!

Reviews of Human Factors and Ergonomics
Volume 7

Published by SAGE for the Human Factors and Ergonomics Society

Edited by Patricia R. DeLucia

The contents of Reviews of Human Factors and Ergonomics, Volume 7, is simultaneously international, collaborative, interdisciplinary, and evidence-based. The authors draw on knowledge about processes that occur within people (vision, audition, haptics, cognitive, physical, emotional), across people (social, cultural) and between people and organizations. The book exemplifies the human factors/ergonomics field as, in the editor’s words, “a critical component of the solutions to past, present, and future sociotechnical problems.” The Reviews series is a primary reference for an overview summary and status review of central HF/E topics—one that is important to students, researchers, practitioners, and the informed public.

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