



Letter from the President:

Hi everyone,

It's hard to believe that it's already almost December. I'm happy to say that it's been a busy and productive semester for ODU HFES!

We participated in two community service events this semester. First, in September, we filled four tote bags with toys, books, and other items collected for the Comfort Totes for Kids Drive for local children transitioning from domestic violence situations. Second, we participated in a Halloween event that was sponsored by the ODU Black Student Alliance. The event consisted of several fun activities for local families. We had the opportunity to do fun Halloween-themed crafts with kids and hand out Halloween Ergonomics flyers to parents.

We also took advantage of two HFES-sponsored national webinars this semester. In October, Dr. Brian M. Kleiner from Virginia Tech gave a talk about macroergonomics. Then, earlier this month, we enjoyed a webinar by Dr. Valerie Gawron about modeling and simulation applications in human factors.

Many of us also attended the HFES 56th Annual Meeting in Boston last month, which was a successful and productive conference for many of us! ODU was very well-represented this year, as in other years, by several presentations, posters, and other activities.

Finally, we celebrated World Usability Day on November 8th with a movie night and a guest lecture from ODU alumnus and usability expert Dr. Ruth Frank. The event gave us the opportunity to learn more about usability design and to connect with an ODU graduate.

Best of luck to students taking final exams and finishing final papers in the coming weeks, and we'll see you after the holiday break!

Becca Kennedy

Save the dates:

ODU HFES Holiday Dinner

Friday, 11/30

5 pm – Cogan's Pizza

HFES 2013 International Symposium on Human Factors and Ergonomics in Health Care

March 11-13

Baltimore, MD

HFES Virginia Student Conference

TBD

George Mason University

Fall 2012 ODU HFES Officers

- Becca Kennedy:** President *rkenn014@odu.edu*
- Alex Proaps:** Vice President *aproa001@odu.edu*
- Eric Chancey:** Treasurer *echan004@odu.edu*
- Veronica Scerra:** Secretary *vscerra@gmail.com*
- Wes Harden:** Webmaster *hardenjw@gmail.com*
- Kellie Kennedy:** PR *kellie.d.kennedy@gmail.com*
- Dr. Chris Brill:** Faculty Advisor

Recent Accomplishments

Congrats to Eric Chancey for successfully defending his Master's thesis earlier this semester!

**Old Dominion University
Human Factors and Ergonomics Society
student chapter**

November newsletter contributors:

Alex Proaps, Veronica Scerra,
Becca Kennedy

Find us on Facebook (ODU Human Factors)!

HFES 56th Annual Meeting in Boston

by Veronica Scerra



Photo collage by Alex Proaps

As the leaves turned and the air chilled this October, some of the best and brightest minds in Human Factors and Ergonomics psychology converged at the Westin Waterfront Hotel in Boston for the 56th Annual Meeting of the Human Factors and Ergonomics Society. For five days from October 22nd to 26th, researchers, students, and professionals from across the country met to share ideas, collaborate, learn, and explore what Boston has to offer.

The first few days of the conference were dedicated to student career and professional development, featuring many workshops and panel discussions pertinent to the needs of students in the growing fields of human factors and ergonomics. At the Tuesday night student reception, the ODU HFES student chapter received Gold Status in recognition of all their hard work over the past few years. The ODU alumni dinner on Wednesday night at Salvatore's gave everyone an opportunity to relax and enjoy the company of other Monarchs.

The Old Dominion University Human Factors labs were well represented, with many students, faculty members, and alumni in attendance. The student HFES chapter presented a poster during the Tuesday poster session that advertised the research going on in all of the four HF labs here on campus. Research from each of the ODU HF labs was presented in lecture sessions throughout the week as well, and several ODU students served as session chairs and co-chairs.

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Alex Proaps, in particular, deserves special congratulations for winning the best student paper award in the Virtual Environments technical group. Additionally, Dr. Mark Scerbo chaired the forum on “Creating Healthcare and Simulation Training Systems,” and Dr. James Bliss participated in a panel discussion on “Multimodal Cueing: The Relative Benefits of the Auditory, Visual, and Tactile Channels.”

Old Dominion’s representation at this year’s HFES annual meeting spanned many technical groups and areas of research, highlighting our growing influence in the world of Human Factors and Ergonomics. Next year’s conference in San Diego will be another chance for ODU to shine!

ODU HFES 56th Annual Meeting Attendees:

(* = presentation)

Grad Students: Amanda Allen, Eric Chancey*, Kim Culley*, Wes Harden, Becca Kennedy*, Kellie Kennedy, Mike Montano, Rachel Phillips*, Alex Proaps*, Erik Prytz*, Veronica Scerra*, Adam Sitz

Faculty: Dr. Jim Bliss, Dr. Mark Scerbo

Alumni: Dr. Ray Comstock, Dr. Ian Reagan

World Usability Day 2012

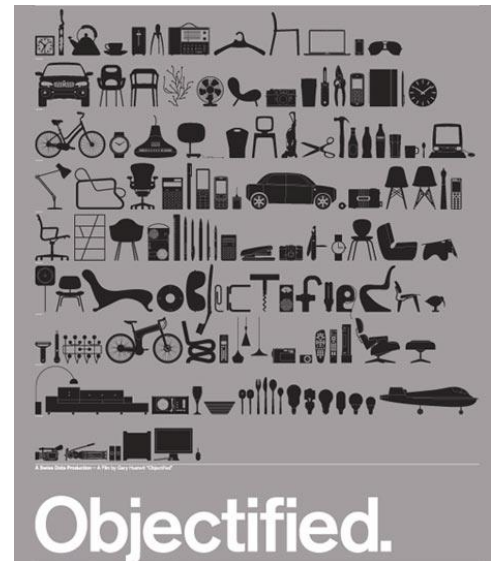
by Alex Proaps and Becca Kennedy



World Usability Day
Making life easy!

ODU’s Psi Chi, APS, and HFES student chapters co-sponsored an event to commemorate World Usability this year. We held the event the evening of November 8th in the ECSB theater and served sandwiches and drinks.

To kick off the event, we hosted Dr. Ruth Frank for a lecture via Skype. Dr. Ruth Frank is an ODU alumnus who currently works in the usability field. She graduated from ODU with a PhD in I/O Psychology before the addition of the Human Factors program. Dr. Frank is currently the Director of Global User Experience at Pitney Bowes, where she leads a team of over thirty interaction designers, visual designers, UX developers, architects, and creative strategists toward a goal of delivering unified experience and brand, implementing best practices, and ensuring that user experience meets the needs of customers. During her talk, she discussed some of the aspects of ODU’s program that helped her succeed in her field, including opportunities for conference attendance, internships, and networking. She gave a brief introduction to her previous work experience, in addition to her current work. She also discussed the diverse backgrounds of the employees with whom she works on a daily basis.



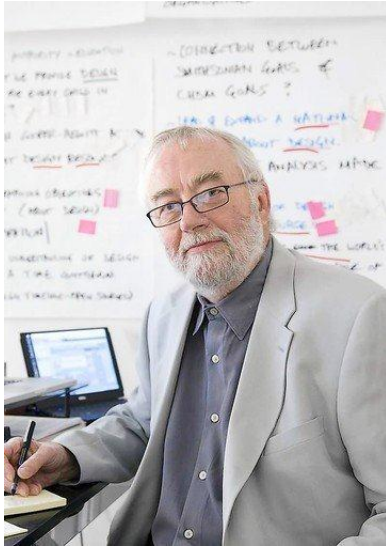
Via IMDB.com

Following Dr. Frank’s guest lecture, we showed the short documentary *Objectified*. In this film, Gary Huswit, the director of *Helvetica*, presents the complexities of the relationships we all have with the objects we use on a daily basis. He also interviews a number of designers from multiple industries such as Chris Bangle of BMW, the Bouroullec brothers, Dan Formosa of Smart Design, Jonathan Ive of Apple, and Bill Moggridge of IDEO.

Human Factors in the News

edited by Alex Proaps

In memoriam – Bill Moggridge



via latimes.com

On September 11th, 2012, Bill Moggridge died at the age of 69. Elaine Woo of The LA York Times wrote a lovely obituary that I wanted to share with everyone. Bill Moggridge was a pioneer in the field of Human Computer Interaction Design. In fact, he helped develop the the GRiD Compass was a small computer that could fold over. His clamshell fold over design became the common laptop we see every day.

From the latimes.com:

Moggridge "had the intuition that this software stuff was what people were going to care about," said David Kelley, founder of Stanford University's Institute of Design. "He thought designers should be involved in any human-machine interface. He pioneered that idea and it changed the profession."

Norfolk, Va., Puts Flooding Survival Plan To The Test -- Jon Hamilton, NPR.org

Superstorm Sandy got officials in New York and New Jersey talking about how to prevent flooding in a time of global warming and sea level rise. But the place on the East Coast that's most vulnerable to flooding is several hundred miles south, around Norfolk, Va. — and Norfolk has already spent many years studying how to survive the rising waters.

Jon Hamilton interviewed Old Dominion University's Poornima Madhavan.

People in Norfolk are aware of the growing flood risk, but aren't necessarily doing anything about it, says Poornima Madhavan, who is in the psychology department at Old Dominion University and has done surveys of how people are responding.

For example, the proportion of people who said they had flood insurance was "a completely underwhelming 1 percent of the population," Madhavan says.

Surveys also suggest that longtime residents expect to stay, even if the flooding gets worse, while many other people say they'll just move away if flooding gets too bad, she says. And that could be a big problem for

places like NASA's Langley Research Center, she says, which has protected its runways from flooding, but can't protect the homes of its 4,000 workers.

"And then we have the shipyard on the other side of the Peninsula, which has been seeing water in its dry docks," Madhavan says. "They employ 25,000 or 30,000 people. They're going to have to go somewhere."

To make sure residents don't lose their homes, Norfolk has already taken a number of steps. It spends millions each year to improve drainage. It has also raised the level of some roads and found money to elevate the foundations of some houses.

But the centerpiece of Norfolk's survival strategy is a comprehensive plan put together by a Dutch company to keep water out of some of the city's most vulnerable neighborhoods. The plan includes more sea walls, floodgates, pumping stations and earthen berms.

The price tag: about \$1 billion, roughly the size of the city's entire annual budget. That means it can't be done without help from state and federal government, Fraim says. "We simply are not able to hold back the sea by ourselves."