

## CURRICULUM VITAE

## DONALD A. NORMAN

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### Personal

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### Nielsen Norman Group

norman@nngroup.com <http://www.nngroup.com>

## Positions

### Current

Co-founder and principal, Nielsen Norman Group (a California corporation). 1998 – present.  
IDEO Fellow, IDEO, Palo Alto, CA. 2011 – present.  
Breed Professor of Design & EECS emeritus, Northwestern University (Computer Science). 2010 – present.  
Professor of Cognitive Science & Psychology, emeritus, University of California, San Diego. 1993 – present.

### Previous

Distinguished Visiting Professor, Department of Industrial Design, Korea Advanced Institute of Science & Technology (KAIST), Daejeon, South Korea. 2009 – 2011.  
Allen K. and Johnnie Cordell Breed Senior Professor in Design, Northwestern University. 2007-2010.  
Co-Director, MMM dual degree MBA/Engineering program with Kellogg School of Management and Northwestern Engineering. 2007 – 2010.  
Co-Director, The Segal Design Institute. 2007 – 2010.  
Professor, Departments of Electrical Engineering & Computer Science, Psychology and Cognitive Science, Northwestern University, Evanston, IL. 2001 – 2010.  
Visiting Lecturer, Department of Computer Science, Stanford University. January – April, 2005.  
President, Cardean Learning Systems, UNext, Deerfield, IL. 1999 – 2001.  
Executive, *Hewlett-Packard*, Palo Alto, CA. 1997 - 1998.  
Vice President and Apple Fellow, Advanced Technology Group (ATG) and Apple Research Laboratories. *Apple Computer Inc.*, Cupertino, CA. 1995 - 1997.  
Apple Fellow, *Apple Computer Inc.*, Cupertino, CA. 1993 - 1997 ("User Experience Architect.")  
Professor and Chair, Department of Cognitive Science, *University of California, San Diego*, 1988-1993 (founding chair of the department).  
Visiting Scientist, User Interface Program, MCC (Microelectronics and Computer Technology Corp.), April-September, 1986.  
Chair, Department of Psychology, *University of California, San Diego*, 1974-1978.  
Associate Professor and Professor, Department of Psychology, *University of California, San Diego*. 1966-1993.  
Lecturer and Research Fellow, Department of Psychology and Center for Cognitive Studies, *Harvard University*, 1963-1966.  
National Science Foundation Postdoctoral Fellow at Center for Cognitive Studies, *Harvard University*, 1962-1964.  
Assistant Instructor and Instructor, Moore School of Electrical Engineering, University of Pennsylvania, 1957-1959.  
Long-time consultant to industry in the US, Europe, and Japan: from 1960.

## Education

Massachusetts Institute of Technology,  
University of Pennsylvania,  
University of Pennsylvania,

SB (Electrical Engineering), 1957.  
MS (Electrical Engineering), 1959.  
Ph.D. (Mathematical Psychology), 1962.

## Honorary Degrees

Technical University of Delft (the Netherlands)  
University of Padua (Italy),

Honorary Doctorate in Industrial Design, 2006  
*S.V. della laurea ad honorem*, 1995.

## Honors

Elected to the National Academy of Engineering, 2011.  
Named one of the "World's Most Influential Designers" by Bloomberg Business Week (Feb. 2010)  
Distinguished Visiting Professor, Department of Industrial Design, Korea Advanced Institute of Science & Technology

(KAIST), Daejeon, South Korea. 2009 – 2011.  
Benjamin Franklin Medal for Computer & Cognitive Science. The Franklin Institute, Philadelphia, PA. 2006.  
Recipient, The 2005 Franklin V. Taylor Award for outstanding contribution to the field of Applied Experimental and Engineering Psychology. From Division 21 of the *American Psychological Association*. 2005.  
Fellow of: American Academy of Arts and Sciences, American Psychological Association, American Psychology Society, Association for Computing Machinery (ACM), Cognitive Science Society, Design Research Society, Human Factors and Ergonomics Society.  
Honorary Fellow: Society for Technical Communication  
Presidential Citation, American Psychological Association, August, 2001  
Lifetime achievement award. CHI, 2002. (CHI is the Special Interest Group for Computer-Human Interaction of the ACM – The Association for Computing Machinery).  
Mental health award, Business category. *Psychology Today*. 2002.  
Named one of the “Elite 100”: *Upside Magazine*, 1999.  
Rigo award for “outstanding life-time contribution to the field of user documentation,” Special Interest Group on Documentation (SIGDOC): Oct. 2001.

## **Columnist**

*Interior Motives*. (Magazine for automobile interior designers). 2005 – 2006.  
*Interactions*. Magazine of the Special Interest Group on Human Computer Interaction (SIGCHI), ACM. 2004 – 2010.  
Core77. Industrial Design Magazine (at [www.core77.com](http://www.core77.com)). 2010 – present.

## **Advisory Boards**

### **Companies**

Immersion Corp, San Jose, CA. 2011 – present. Chair, Technical Advisory Committee.  
BMW, Munich, Germany. 2011 – present.  
UICO. Glendale Heights, IL. 2009 – present (Board of Directors).  
Ness. Startup. Palo Alto, CA. 2010 – present.  
Intuitive Automation (Advisory board). Hong Kong. November 2008 – present.  
reQall, Inc. (“Chief Mentor”). Mountain View, CA, Hyderabad, India, Hong Kong.) 2004- present.  
Panasonic San Jose Laboratories, San Jose, CA. 2006 – 2008.  
*Encyclopedia Britannica* (Chicago, IL). Editorial board of advisors. 2004 – 2009.  
Toyota Information Technology Center, Palo Alto, CA. 2005 - 2009  
The TED conference Advisory Board. 2003 – present.  
Motorola “Visionary Board”. 2002 – 2009.  
*Evolution Robotics*. (Pasadena, CA). An *Idealab!* startup. Aug. 2001 – present  
*Foundations and trends in HCI* monograph-journal series: Editorial board. 2005 – present.

### **Universities, Government, and other Advisory Boards**

Trustee, *Institute of Design*, Illinois Institute of Technology. Chicago, IL. 2001 – 2007, 2011 – present.  
Advisory board: MS Program in Engineering Design and innovation (EDI), Northwestern University. 2010 – present  
Advisory board: Madeira Interactive Technologies Institute. Funchal, Madeira, Portugal. 2010 - present.  
Advisor, National Center for Cognitive Informatics and Decision Making in Healthcare. University of Texas Health Science Center at Houston. 2010 – present.  
Member of CSTB’s Committee on Usability, Security, and Privacy, a National Academies Committee. 2009 – 2010.  
Board of recommendation, The Design & Emotion Society. (The Netherlands). 2008 – present.  
Senior advisory panel, University of Illinois at Urbana-Champaign, Division of Human Factors.  
Advisory Committee for the National Science Foundation’s Directorate for Computer & Information Science & Engineering (NSF’s CISE). May 2008-2010.  
Member of CSTB’s Committee on Engaging the Computer Science Research Community in Healthcare Informatics, a National Academies Committee. 2007 – 2009.  
External advisory committee, Department of Industrial Design, *Korea Advanced Institute of Science and Technology* (KAIST), 2007 -2009. Daejeon, Korea.  
*University of California, Merced*. Advisory committee for Cognitive Science. 2004 – 2007.  
*Georgia Institute of Technology*. (Atlanta, GA) Human-Centered Computing Advisory Board. 2004 – 2007.  
Northwestern University Institute for Engineering Design and Application (IDEA). 2003 – 2007.  
Member, National Research Council Committee on “The Role of Science and Technology in Countering Terrorism.” 2002-3.  
Member, National Research Council Committee on “Augmentation of human intellectual functioning.” 1989-1994.  
The Learning Federation. Steering Committee, 2001 – 2006 (<http://www.learningfederation.org>)  
The Standard for Internet Commerce. Founder. 1999 – 2001. <http://www.gii.com/>  
*The Computer Science and Telecommunications Board (CSTB)*, National Research Council of the National Academy of Sciences, 1997 - 2002.  
*DARPA Advisory Board*, Information Science Advisory Team (ISAT), Defense Advanced Research Projects Agency

(DARPA), U.S. Department of Defense. 1996 - 1997.  
*The College Board*, Advisory Committee on Research, New York, My. 1997 – 1998.  
*Center for Lifelong Learning and Design*, Advisory Council, University of Colorado, Boulder. 1995 - 1999.  
*Institute of Systems Science Research*, Supervisory Board for the Apple Computer/ISS center, National University of Singapore. 1995 - 1997.  
Georgia Institute of Technology School of Computer Science, Advisory Committee, Atlanta, GA. 1995 - 1998.  
*Institute for the Learning Sciences*, Advisory Board, Northwestern University. 1989-1997.  
*Nijmegen Institute for Cognition Research and Information Technology*, University of Nijmegen (the Netherlands) External Advisory Council, 1988-93.  
*Association for Software Design*, Board of Advisors, 1992 - 1998.  
*Symposium on the Human Interface*, International Advisor, Tokyo. October 1990.  
*Naval Personnel Research and Development Center*, San Diego, CA. Science Advisory Board, 1982-1985.  
*Advisory Committee on Machine Intelligence and Robotics*, National Aeronautics and Space Administration, 1977-1979.

### Companies: No Longer Active

BigTribe, Corp. (Advisory Board) San Francisco, CA and Honolulu, HI. 2006-2008.  
Broadband Mechanics (Advisory Board. (Startup company). 2004 – 2009.  
Caring Family, Advisory Board (Louisville, CO). (Startup Company). 2004 – 2009.  
*A Room Like That, Inc.* (Parker, CO). Advisory board. (Startup company). 2004 – 2009  
*Next Generation Ventures*. (San Francisco, CA). Startup. August, 2001 – 2008.  
*ScienceMedia*. (San Diego, CA.) a scientific education company. 1997 – 2005. <http://www.sciencemedia.com/>  
*Sonic Solutions* (Novato, CA). DVD authoring tools. 2002 – 2003. <http://www.sonicsolutions.com>  
*IdeaEDGE*. (San Diego, CA). Advisory Board. Incubator company. Feb. 2000 – 2002.  
*Merrill Lynch, Technology Advisory Board* (New York, NY. ) (Steve Milunovich's board). 1998 – 2002.  
Consultant, Apple Computer, Inc. Cupertino, CA. 1988-1992.  
Consultant, Xerox Palo Alto Research Center, 1973-1978.  
Consultant, Epsco, Inc. (Digital logic design), 1958-1961.  
Consultant and Director of the Human Interface Science Advisory Committee, MCC (Microelectronics and Computer Technology Corp.), 1986-1987.  
Consultant on Nuclear Power Plant Control Room Operators and Safety, 1981-1984.  
Member Technical Review Board, Seabrook Nuclear Power Station (New Hampshire), Probabilistic Safety Assessment Study. (Review conducted by Pickard, Lowe and Garrick, Inc., Irvine, California.) 1981-1983.  
Adjectivity. (Berkeley, CA). Advisory board.  
*Datricity*. (Evanston, IL). Information Appliance startup. Board of Advisers. Not yet funded. July, 2001 – 2002.  
*eTattler*, "a completely bogus Internet company." Dan Gillmor, San Jose Mercury News. <http://www.etattler.com>  
*GravityBox PC*. (Santa Monica, CA). Board of advisors. July, 2001 – 2003.  
*GTE ImagiTrek*. (Carlsbad, CA). Advisory Board. An "Interactive Multimedia" company. 1990 – 1994.  
*HiWire*. (Los Angeles, CA. ) Internet radio. 1998 – 2004. <http://www.hiwire.com>  
*Knowledgen*. (Mountain View, CA ). A knowledge retrieval company.. 1998 – 2000. (Ceased operation)  
*Merinta* (New York and Austin, Texas) Board of Directors. A wholly owned subsidiary of Boundless Technologies (BND) Maker of infrastructure software for Information Appliances.. 1998 – 2002. <http://www.merinta.com>. ([http://www.boundless.com/News\\_and\\_Events/Press\\_Releases/19990519\\_norman.asp](http://www.boundless.com/News_and_Events/Press_Releases/19990519_norman.asp))  
*Opion*. (Reston, VA). Advisor Board. Startup. Funding problems. June, 2001 – 2002.  
*Qubit*. (Denver, CO. ) an information appliance company. 1998 – 2000. <http://www.qubit.net>  
*Vaultus* (New York) Board of Directors. A Telecommunications company. *Eyeshake*, a Boston, MA company for which I was an advisor, was acquired by Vaultus in 2000. Board of Directors: 2001. <http://www.vaultus.com>.  
*Weave innovations*. An information appliance company. Santa Clara, CA. 1998 – 2001. <http://www.weaveinnovations.com>. (Ceased operation)

## Academic Experience and Activities

### Northwestern University

Professor Emeritus, Departments of Electrical Engineering & Computer Science, Psychology and Cognitive Science, 2010 - present  
Allen K. and Johnnie Cordell Breed Senior Professor in Design, School of Engineering, Northwestern University. 2007-2010.  
Professor, Departments of Electrical Engineering & Computer Science, Psychology and Cognitive Science, Northwestern University, Evanston, IL. 2001 – 2010.  
Co-Director, MMM joint MBA/Engineering program with Kellogg School of Management and Northwestern Engineering. 2007 – 2010.  
Co-Director, The Segal Design Institute. 2007 – 2010.

## University of California, San Diego

Professor Emeritus, Department of Cognitive Science, University of California, San Diego, 1993 - present  
Professor and Chair, Department of Cognitive Science, University of California, San Diego, 1988-1993 (founding chair of the department).  
Chair, Department of Psychology, University of California, San Diego, 1974-1978.  
Associate Professor and Professor, Department of Psychology, University of California, San Diego. 1966-1993.  
Director, Program in Cognitive Science, University of California, San Diego. , 1977-1989.  
Director, Institute for Cognitive Science, University of California, San Diego. , 1981-1990.  
First Annual Revelle College Faculty Lecture, University of California, San Diego. April 1984.  
Recipient, Chancellor's Associates Merit Award for Excellence in Research. University of California, San Diego. 1983.

## Other Universities

Trustee, *Institute of Design*, Illinois Institute of Technology. Chicago, IL. 2001 – 2007, 2011 – present.  
Distinguished Visiting Professor, Department of Industrial Design, Korea Advanced Institute of Science & Technology (KAIST), Daejeon, South Korea. 2009 – 2011.  
Advisory Board, Department of Industrial Design, Korea Advanced Institute of Science and Technology (KAIST), Daejeon, Korea. 2007-present.  
Visiting Lecturer, Department of Computer Science, Stanford University. January – April, 2005.  
Georgia Institute of Technology School of Computer Science, Advisory Committee, Atlanta, GA. 1995 - 1998.  
*Institute for the Learning Sciences*, Advisory Board, Northwestern University. 1989-1997.  
*Nijmegen Institute for Cognition Research and Information Technology*, University of Nijmegen (the Netherlands) External Advisory Council,. 1988-93.  
Advisory Committee, Program on the study of work, technology, and organization (WTO). School of Engineering, Stanford University, Stanford, CA. 1996-2001.  
Affiliated faculty, Department of Psychology, Stanford University, Stanford, CA. 1993.  
Invited speaker and seminar leader, Congreso sobre medios no convencionales de enseñanza, Universidad de Belgrano, Facultad de Tecnología, Buenos Aires, Argentina. September, 1983.  
Lecturer and Research Fellow, Department of Psychology and Center for Cognitive Studies, Harvard University, 1963-1966.  
National Science Foundation Postdoctoral Fellow at Center for Cognitive Studies, Harvard University, 1962-1964.  
Assistant Instructor and Instructor, Moore School of Electrical Engineering, University of Pennsylvania, 1957-1959.

## Other

Program Committee, Design & Emotion Conference. Chicago, IL. October 2010  
Program Committee , International Association of Societies of Design Research 2009 conference. (Seoul, Korea. Oct. 2009).  
Foreign Observer, International Institute for Novel Computing, Subcommittee on human interface computing (Japan). 1990-present.  
Visiting Research Scientist, Medical Research Council Applied Psychology Unit, Cambridge, England. October 1985-April 1986.  
Faculty member at NATO Advanced Studies Institutes:  
Intelligent Decision Aids in Process Environments (San Miniato, Italy), 1985.  
The theory and nature of human error (Bellagio, Italy), 1983.  
On-line computing in the behavioral sciences (Sheffield, England), 1969.  
Techniques and results in the assessment of short-term memory (Cambridge, England), 1967.  
Lecturer, People's Republic of China (Hangzhou, Shanghai, Hefei, Beijing). Invited by Chinese Academy of Science. May, 1985.  
Organizer, USA-Japan Seminar on Cognitive Science (Tokyo), September, 1980.  
Participant, Soviet-American Scientific Exchange Program (Moscow), December, 1978.  
Visiting Professor, Department of Psychology (Also, Faculty, Linguistics Society of America Summer Institute), University of Hawaii, Summer of 1977.  
Consultant for course on Cognitive Psychology, The Open University, Milton Keynes, England, 1976-1978.  
Fellow, Center for Advanced Studies in the Behavioral Sciences, Stanford, California, 1973-1974.

## Editorial Boards

Editorial advisory board, the *International Journal of Design* (published at the National Taiwan University of Science and Technology). 2008 – present.  
Editorial Advisory Board, *Design Research Quarterly* (the journal of the Design Research Society). 2007 – present.  
Foundations and Trends in Human-Computer Interaction, July 2005 – present.  
*Human-Computer Interaction*, 1982- present.  
*Personal Technology*, Elsevier. 1998 – present  
*eLearn Magazine*. An ACM on-line journal on Education & Technology (www.elearnmag.org/). 2002-2009  
Editor, *Cognitive Science Journal*, ?-1984. (Editorial board, 1994 – 1996).  
Series Editor, Cognitive Science Series, Lawrence Erlbaum Associates, 1979-1993.  
Editorial Board, Cognitive Science Series, Harvard University Press, 1978-1989.

*Behavioral and Brain Sciences*, "Editorial commentator," 1977-1994..  
Cognition and Brain Theory, 1980-1984.  
Cognitive Psychology, 1969-1982.  
Consciousness & Cognition, 1991 - 1999.  
Journal of Experimental Psychology: Human Learning and Memory, 1977-1982.  
NetWorker Magazine, ACM, 1996-2001.

## **Professional Societies**

American Academy of Arts and Sciences (Fellow)  
American Association for the Advancement of Science (Fellow -- Resigned in 1994).  
Association for Computational Machinery (Fellow):  
Special Interest Group on Computer-Human Interaction (SIGCHI) (Elected to CHI academy, 2001. Lifetime Achievement Award, 2002). Vice-chair, 1985-1987.  
Special Interest Group on Documentation (SIGDOC): Received Rigo award for "outstanding life-time contribution to the field of user documentation," Oct. 2001.  
American Psychological Association (Fellow):  
Divisions on Experimental Psychology (Fellow), Teaching of Psychology (Fellow), Applied Experimental and Engineering Psychologists (Fellow: received 2005 Franklin V. Taylor Award for outstanding contribution to the field of Applied Experimental and Engineering Psychology.)  
Association for Psychological Science (Fellow: Charter Member). 1988.  
Association for Software Designers, Board of Advisors, 1992 - 1999.  
Cognitive Science Society (Fellow: founding member: Secretary-Treasurer, 1979-1982; Chair, 1982-1983; Board of Directors, 1979-1991).  
Design Research Society (Honorary Fellow, Their highest award. "Honorary" means "Distinguished")  
Federation for Behavioral, Psychological, and Cognitive Sciences: Charter council member (and member of founding committee), 1979-1982.  
Human Factors and Ergonomics Society (Fellow). Invited to give Arnold Small Safety Lecture at the 1992 annual meeting (Atlanta, GA). Director, San Diego Human Factors Society, 1982-1984.  
Industrial Designers Society of America. 2002 - present  
Psychonomic Society.  
Sigma Xi  
Society of Experimental Psychologists. 1975-?.  
Society of Experimenting Psychologists, 1964-1976.  
Society of Laboratory Users of Computers in Psychology: Steering Committee, 1974-1978.

## **Students**

Graduate students who received the PhD under my direction and selected undergraduate students (current position indicated in parentheses). All from the University of California, San Diego, unless noted otherwise.

Conrad Albrecht-Buehler. (VMware, Palo Alto, CA. PhD in 2009 from Northwestern University in Electrical Engineering & Computer Science)  
Donald Blankenship (Cuadra associates, Berkeley, CA).  
Ross Bott (Onebox.com, San Jose, CA)  
Marc Eisenstadt (Director, Knowledge Media Institute, Open University. Milton Keynes, UK)  
William Gaver (Royal College of Art, London UK)  
Dedre Gentner (Department of Psychology, Northwestern University, Evanston, IL)  
Daniel Graboi (Ontogen Corporation, Carlsbad, CA)  
Amy Geoffroy (Healthcare, Alltel Information Services, Sunnyvale, CA)  
Jonathan Grudin (Microsoft Research, Redmond, WA)  
Daniel Gruen (IBM Research, Cambridge, MA.)  
Kristina Hooper Woolsey (Woolsey & Associates, Marin County, CA)  
Michael Jordan (Department of Computer Science, University of California, Berkeley, CA.)  
Yaakov Kareev (Department of Psychology, Hebrew University of Jerusalem. Jerusalem, Israel)  
Serge Larochelle (Department of Psychology, University of Montreal. Montreal, Quebec, Canada)  
Matthew Lewis (The RAND Corporation. Santa Monica, California)  
Mark Miller (Educational consultant, San Carlos, CA)  
Naomi Miyake (School of Computer and Cognitive Sciences, Chukyo University. Toyota, Japan)  
Yoshio Miyake (School of Computer and Cognitive Sciences, Chukyo University. Toyota, Japan)  
Yoshiro Miyata (School of Computer and Cognitive Sciences, Chukyo University. Toyota, Japan)  
Melissa Monty (Cantor Access Inc., San Diego, California)  
Allen Munro (Director, Behavioral Technology Laboratories, University of Southern California. Redondo Beach, CA)  
Michael Mozer (Department of Computer Science, University of Colorado)  
David Navon (Department of Psychology, University of Haifa. Haifa, Israel)  
Robert Neches (Information Sciences Institute, University of Southern California. Marina Del Rey, California)  
Steve Palmer (Department of Psychology, University of California, Berkeley, Berkeley CA)

Clark Quinn (Extempo Systems, Walnut Creek, CA)  
Greg Scragg (PhD in Computer Science: Prof. Computer Science, emeritus. State University of New York, Geneseo)  
Abigail Sellen (Microsoft Research. Cambridge, UK)  
Al Stevens (CTO, XRefer, Boston, MA)  
Henry Strub (Siemens Corporate Research, Princeton, NJ)  
Craig Will (Self employed, Northern Telecom. CA)  
Michael Williams (Founder, CaringFamily. Louisville, CO)  
Jiajie Zhang (Assoc. Dean of Research. Department of Health Informatics, University of Texas - Houston Health Science Center, Houston, TX)

## **Postdoctoral Fellows, Student Visitors, and Faculty Visitors**

Bernie Baars  
Liam Bannon  
Lin Chen  
Allen Cypher  
Ben duBoulay  
Steve Draper  
Daniele Dubois  
Steve Greenspan  
Geoff Hinton  
Ed Hutchins  
Rutie Kimchi  
Marigold Linton  
Mark Mattson  
Claire O'Malley  
Kevin O'Regan  
Mary Reilly  
Antonio Rizzo  
Paul Smolensky  
Len Talmy  
Yan Yufic

## **Books**

Norman, D. A. (1969). *Memory and attention: An introduction to human information processing*. New York: Wiley. *Translations*: Danish, German, Italian, Spanish, and Swedish.

Second edition: 1976. *Translations*: Italian; Japanese.

Norman, D. A. (Ed.) (1970). *Models of human memory*. New York: Academic Press.

Lindsay, P. H., & Norman, D. A. (1972). *Human information processing*. New York: Academic Press. *Translations*: Russian and Spanish.

Second edition: 1977. *Translations*: French, German, Italian, Japanese, Polish, Spanish, and Chinese.

Norman, D. A., Rumelhart, D. E., & the LNR Research Group (1975). *Explorations in cognition*. San Francisco: Freeman. Translation: German.

Norman, D. A. (Ed.) (1981). *Perspectives on cognitive science*. Published jointly by Ablex and Erlbaum. Norwood, NJ: Ablex. Hillsdale, NJ: Erlbaum. Translation: Japanese.

Norman, D. A. (1982). *Learning and memory*. San Francisco: Freeman. *Translations*: Japanese, Spanish, Russian, Chinese.

Norman, D. A., & Draper, S. (Eds.), (1986). *User Centered System Design: New Perspectives on Human-Computer Interaction*. Hillsdale, NJ: Lawrence Erlbaum Associates

Norman, D. A. (1988). *The psychology of everyday things*. New York: Basic Books. *Translations*: Dutch (A. W. Bruna en Zoon's), Finnish (Weilin & Goos), German (Campus Verlag), Italian (Giunti), Spanish (Editorial Nerea), and Japanese (Shinyosha Ltd.).

*Book Clubs*: MacMillan (All club special, end of 1988); Quality Paperback Club (Alternate Selection, January, 1989).

Norman, D. A. (1990). *The design of everyday things*. New York: Doubleday. (Paperback version of *The psychology of everyday things*, unchanged except for title.)

1999: UK publication of *The Design of Everyday Things* (MIT Press).

Norman, D. A. (2002). *The design of everyday things*. New York: Basic Books. *Translations*: Taiwan (Complex characters), Yuan-Liou Publishing Co, China (Mainland – simplified characters) CITC Publishing House, Finland: Weilin+Göös, Germany: Campus Verlag (Frankfurt), Greece: Klidarithmos Publications, Italy: Giunti Gruppo Editoriale (Florence), Japan: Shin-You-Sha (arranged through Tuttle-Mori Agency, Tokyo). The Netherlands: A. W. Uitgevers (Utrecht). UK: MIT Press (London). Spain: Editorial Nerea, Madrid

Norman, D. A. (1992). Turn signals are the facial expressions of automobiles. Reading, MA: Addison-Wesley. *Translations*: Spanish (Plaza y Janes), Japanese (Shinyosha), Italian (Giunti).

Norman, D. A. (1993). *Things that make us smart*. Reading, MA: Addison-Wesley. *Translations*: Italian (Feltrinelli), Japanese (Shinyosha). Chinese (Taiwan: China Times), Korean (Hakjisa).

Norman, D. A. (1994) *Defending human attributes in the age of the machine*. New York: Voyager Books.

CD-ROM containing the full text of *The psychology of everyday things*, *Turn signals are the facial expressions of automobiles*, and *Things that make us smart*, plus selected (previously published) essays, papers, and book chapters, design exercises, homework exams, and video lectures, especially recorded for the CD-ROM.

Norman, D. A. (1998). *The Invisible Computer: Why good products can fail, the PC is so complex, and information appliances the answer*. Cambridge, MA: MIT Press. *Translations*: Japanese (Shinyosha), Italian (Apogeo), Spanish (Paidos).

Norman, D. A. (2004). *Emotional Design: Why We Love (or Hate) Everyday Things*. New York: Basic Books. *Translations*: Brazil: Rocco Editora; China (Simplified characters): Publishing House of Electronics Industry; China (Traditional characters: Taiwan): Garden City; Italy: Apogeo; Japan: Shinyosha; Korea: Ulyuck Publishing House; Russia: Astrel; Spain: Paidos Ediciones. (Persian translation (Iran) authorized for free distribution in any format.)

Norman, D. A. (2007). *The Design of Future Things*. New York: Basic Books. *Translations*: Brazil, Editora Rocco Ltda.; China (Simplified characters): Publishing House of Electronics Industry; China (Traditional characters: Taiwan): Yuan-Liou Publishing Co.; Italian (Apogeo); Japan: Shinyosha; Korea: Ulyuck Publishing House; Spain: Paidos

Norman, D. A. (2010). *Living With Complexity*. Cambridge, MA: MIT Press. *Translations in progress*: Japan: Shinyosha, China (simplified characters): CITC Publishing House, China (complex characters): Yuan-Liou, Korea, Kyobo Book Center.

Okimoto, M., & Norman, D. A. (2010). *A Comprehensive Strategy for Better Reading: Cognition and Emotion*. Tokyo: Kaitakusha. (In English and Japanese.)

## Publications

- Norman, D. A. (1963). Sensory thresholds and response bias. *Journal of the Acoustical Society of America*, 35, 1432-1441.
- Norman, D. A. (1964). Stochastic learning and a quantal model of signal detection. *Transactions of IEEE on Applications and Industry*, 83, 292-296.
- Goodrich, K. P., Markowitz, J., & Norman, D. A. (1964). An AC amplification system for recording eyeblinks and other movements. *American Journal of Psychology*, 77, 127-128.
- Larkin, W. D., & Norman, D. A. (1964). An extension and experimental analysis of the neural quantum theory. In R. C. Atkinson (Ed.), *Studies in mathematical psychology*. Stanford, CA: Stanford University Press.
- Norman, D. A. (1964). A comparison of data obtained with different false-alarm rates. *Psychological Review*, 71, 243-246.
- Norman, D. A. (1964). Sensory thresholds, response bias, and the neural quantum theory. *Journal of Mathematical Psychology*, 1, 88-120.
- Pollack, I., & Norman, D. A. (1964). A non-parametric analysis of experiments. *Psychonomic Science*, 1, 125-126.
- Pollack, I., Norman, D. A., & Galanter, E. (1964). An efficient non-parametric analysis of recognition memory experiments. *Psychonomic Science*, 1, 327-328.
- Miller, G. A., Bregman, A. S., & Norman, D. A. (1965). The computer as a general-purpose device for control of psychological experiments. In B. Waxman & R. W. Stacy (Eds.), *Computers in biomedical research*. New York: Academic Press.
- Norman, D. A., & Wickelgren, W. A. (1965). Short-term recognition memory for single digits and pairs of digits. *Journal of Experimental Psychology*, 70, 479-489.
- Waugh, N. C., & Norman, D. A. (1965). Primary memory. *Psychological Review*, 72, 89-104.
- Norman, D. A. (1966). Acquisition and retention in short-term memory. *Journal of Experimental Psychology*, 72, 369-381.
- Norman, D. A. (1966). Memory and decisions. Paper presented at Symposium on Memory and Action, XVIII International Conference of Psychology, Moscow, USSR.
- Wickelgren, W. A., & Norman, D. A. (1966). Strength models and serial position in short-term recognition memory. *Journal of Mathematical Psychology*, 3, 316-347.
- Norman, D. A. (1967). The library and human memory. Final report on mechanized information services in the university library, phase I planning. Los Angeles: UCLA Institute of Library Research. (LI 000 506, available from the Clearinghouse for Federal Scientific and Technical Information as PB 178-442.)
- Norman, D. A. (1967). Temporal confusions and limited capacity processors. *Acta Psychologica*, 67, 293-297.
- Norman, D. A. (1968). Toward a theory of memory and attention. *Psychological Review*, 75, 522-536.
- Norman, D. A., & Waugh, N. C. (1968). Stimulus and response interference in recognition-memory experiments. *Journal of Experimental Psychology*, 78, 551-554.
- Waugh, N. C., & Norman, D. A. (1968). The measure of interference in primary memory. *Journal of Verbal Learning and Verbal Behavior*, 7, 617-626.
- Lindsay, P. H., & Norman, D. A. (1969). Short-term retention during a simultaneous detection task.



Perception and Psychophysics, 5, 201-205.

Norman, D. A. (1969). The computer takes over. *Contemporary Psychology*, 14, 414-417.

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