

Optimizing Human– Computer Interaction With Emerging Technologies

Francisco Cipolla–Ficarra

*Latin Association of Human–Computer Interaction, Spain & International
Association of Interactive Communication, Italy*

A volume in the Advances in Human and Social
Aspects of Technology (AHSAT) Book Series



Published in the United States of America by

IGI Global
Information Science Reference (an imprint of IGI Global)
701 E. Chocolate Avenue
Hershey PA, USA 17033
Tel: 717-533-8845
Fax: 717-533-8661
E-mail: cust@igi-global.com
Web site: <http://www.igi-global.com>

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Library of Congress Cataloging-in-Publication Data

Names: Cipolla-Ficarra, Francisco V. (Francisco Vicente), 1963- editor.

Title: Optimizing human-computer interaction with emerging technologies / Francisco Cipolla-Ficarra, editor.

Description: Hershey, PA : Information Science Reference, [2017] | Includes bibliographical references.

Identifiers: LCCN 2017007748 | ISBN 9781522526162 (hardcover) | ISBN 9781522526179 (ebook)

Subjects: LCSH: Social interaction--Handbooks, manuals, etc. | Information behavior--Handbooks, manuals, etc. | Telecommunication--Social aspects--Handbooks, manuals, etc. | Information technology--Social aspects--Handbooks, manuals, etc. | Telematics--Handbooks, manuals, etc.

Classification: LCC HM1111 .H36 2017 | DDC 302--dc23 LC record available at <https://lccn.loc.gov/2017007748>

This book is published in the IGI Global book series Advances in Human and Social Aspects of Technology (AHSAT) (ISSN: 2328-1316; eISSN: 2328-1324)

British Cataloguing in Publication Data

A Cataloguing in Publication record for this book is available from the British Library.

All work contributed to this book is new, previously-unpublished material. The views expressed in this book are those of the authors, but not necessarily of the publisher.

For electronic access to this publication, please contact: eresources@igi-global.com.

Chapter 8

Guidelines Based on Need-Findings Study and Communication Types to Design Interactions for MOOCs

Sandra G. Jiménez-González

Universidad Politécnica de Aguascalientes, Mexico

Ricardo Mendoza-González

TecNM, Instituto Tecnológico de Aguascalientes, Mexico

Huizilopoztli Luna-García

Universidad Autónoma de Zacatecas – Campus Jalpa, Mexico

ABSTRACT

Experts affirm that interaction in learning settings represent a necessary process for knowledge acquisition and cognitive development. In this vein, is crucial to ensure effective interaction and communication through the user interface of MOOCs. This work proposes a set of design guidelines as starting point for developers to integrate a set of interactive elements into the MOOCs' user interface oriented to foster the four basic types for communication in distance education. The design guidelines were conformed through a need-findings process (observing people-interviewing), in which 35 participants provided their user experience perceptions after using MOOCs from edX; Coursera; and Udacity. Obtained results suggest a particular set of interactive communication elements that should be incorporated in every MOOC's user interface.

INTRODUCTION

Nowadays, the teaching and learning demand is growing inordinately around the world; this phenomenon suggests the need of radical changes and innovative strategies oriented to reinforce currently available techniques.

DOI: 10.4018/978-1-5225-2616-2.ch008