THINGS THAT M A K E U S S M A R T

DEFENDING HUMAN ATTRIBUTES IN THE AGE OF THE MACHINE

Donald A. Norman



A William Patrick Book

Addison-Wesley Publishing Company

Reading, Massachusetts Menlo Park, California New York Don Mills, Ontario Wokingham, England Amsterdam Bonn Sydney Singapore Tokyo Madrid San Juan Paris Seoul Milan Mexico City Taipei

CONTENTS

Preface xi

Chapter Notes and Book Design	
I A Human-Centered Technology 3	
2 Experiencing the World 19	
3 The Power of Representation 43	
4 Fitting the Artifact to the Person 77	
5 The Human Mind 115	
6 Distributed Cognition 139	
7 A Place for Everything, and Everything in Its Place	155
8 Predicting the Future 185	
9 Soft and Hard Technology 221	
10 Technology Is Not Neutral 243	
Chapter Notes 255	
References 273	

Index 281