COGS 1

Week 6
The Brain and Sleep and Design
Announcements

• Midterm grades will be posted soon

• Extra Credit pre-lecture reading quizzes! They will be posted on Ted the night before (6pm)

• Please complete quiz before 9:00 am on day of lecture.

• You will have 20 minutes to complete quiz online.
This Week’s Questions: Sleep and Metabolism

- Brain centers for sleep and the hormones they rely on
- Downstream effects of sleep deprivation
  - cellular and psychological effects
  - sleep hygiene
- Alzheimer’s Disease
• What is the brain’s “clock?”
• Which hormones regulate this clock?
  • can you break it?

• What’s happening in this picture? →
Downstream Sleep Effects

- What are some potential areas of damage caused by poor sleep?
- How do you help yourself to sleep better?
Alzheimer’s Disease

• What appears in the brains of Alzheimer’s patients?

• Are there genetic components to AD?

• When does it usually occur?
This Week’s Questions: Design and Cognitive Science

• How are design and cognitive science related?
• What leads to good design?
  • affordances/ discoverability/ signifiers
Design and Cognitive Science

- What is an affordance?
  - what isn’t an affordance?
- What is discoverability?
  - how would you test it?
- What is a signifier?
  - Can you name an example?
Design and Cognitive Science

• Let’s talk design principles!

• What’s wrong with this picture from a design standpoint according to Dr. Norman? →
Design and Cognitive Science