# Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td>SECTION I</td>
<td>Background and Overview</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chapter 1  Historical Overview of Human Factors and Ergonomics</td>
<td>Stanley N. Roscoe</td>
</tr>
<tr>
<td></td>
<td>Chapter 2  A Brief History of Computers and the Internet</td>
<td>Ira H. Bernstein</td>
</tr>
<tr>
<td></td>
<td>Chapter 3  Human–Computer Interaction</td>
<td>Alan J. Dix and Nadeem Shabir</td>
</tr>
<tr>
<td>SECTION II</td>
<td>Human Factors and Ergonomics</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chapter 4  Physical Ergonomics and the Web</td>
<td>Michael J. Smith and Alvaro Taveira</td>
</tr>
<tr>
<td></td>
<td>Chapter 5  Cognitive Ergonomics</td>
<td>Craig M. Harvey, Richard J. Koubek, Ashok Darisipudi, and Ling Rothrock</td>
</tr>
<tr>
<td></td>
<td>Chapter 6  Human Factor Aspects of Team Cognition</td>
<td>Preston A. Kiekel and Nancy J. Cooke</td>
</tr>
<tr>
<td>SECTION III</td>
<td>Interface Design and Presentation of Information</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chapter 7  Multimodal User Interfaces: Designing Media for the Auditory and Tactile Channels</td>
<td>M. Ercan Altinsoy and Thomas Hempel</td>
</tr>
<tr>
<td></td>
<td>Chapter 8  Presentation of Information</td>
<td>Thomas S. Tullis, Fiona J. Tranquada, and Marisa J. Siegel</td>
</tr>
<tr>
<td></td>
<td>Chapter 9  Developing Adaptive Interfaces for the Web</td>
<td>Constantine Stephanidis, Alexandros Paramythis, and Anthony Savidis</td>
</tr>
</tbody>
</table>
SECTION IV  Organization of Information for the Web

Chapter 10  Applications of Concept Maps to Web Design and Web Work ................................................. 211
John W. Coffey, Robert R. Hoffman, and Joseph D. Novak

Chapter 11  Organization and Structure of Information Using Semantic Web Technologies ................................ 231
James R. Michaelis, Jennifer Golbeck, and James Hendler

Chapter 12  Organization of Information for Concept Sharing and Web Collaboration ................................... 249
Hiroyuki Kojima

Chapter 13  Web-Based Organization Models ...................................................................................... 263
Virginia Dignum and Javier Vázquez-Salceda

SECTION V  Information Retrieval and Sharing: Search Engines, Portals, and Intranets

Chapter 14  Searching and Evaluating Information on the WWW: Cognitive Processes and User Support ........ 283
Yvonne Kammerer and Peter Gerjets

Chapter 15  Design of Portals .............................................................................................................. 303
Paul Eisen

Chapter 16  Intranets and Intra-Organizational Communication ............................................................ 329
Julie A. Jacko, Molly McClellan, François Sainfort, V. Kathlene Leonard, and Kevin P. Moloney

SECTION VI  Accessibility and Universal Access

Chapter 17  A Design Code of Practice for Universal Access: Methods and Techniques ............................. 359
Constantine Stephanidis and Demosthenes Akoumianakis

Chapter 18  Access to Web Content by Those with Disabilities and Others Operating under Constrained Conditions ...... 371
Benjamin B. Caldwell and Gregg C. Vanderheiden

Chapter 19  International Standards for Accessibility in Web Design and the Technical Challenges in Meeting Them ...... 403
Lisa Pappas, Linda Roberts, and Richard Hodgkinson

SECTION VII  Web Usability Engineering

Chapter 20  User Research: User-Centered Methods for Designing Web Interfaces .................................... 417
Fred Volk, Frank Pappas, and Huifang Wang
### Contents

**Chapter 21** Evaluating Web Usability
*Kim-Phuong L. Vu, Wenli Zhu, and Robert W. Proctor*

439

**Chapter 22** The Web UX Design Process—A Case Study
*Deborah J. Mayhew*

461

---

**SECTION VIII  Task Analysis and Performance Modeling**

**Chapter 23** Task Analysis Methods and Tools for Developing Web Applications
*Thomas Z. Strybel*

483

**Chapter 24** An Ecological Perspective to Meaning Processing: The Dynamics of Abductive Systems
*J. M. Flach, K. B. Bennett, P. J. Stappers, and D. P. Saakes*

509

**Chapter 25** Cognitive User Modeling
*Hedderik van Rijn, Addie Johnson, and Niels Taatgen*

527

---

**SECTION IX  Specific Web Applications**

**Chapter 26** E-Learning 2.0
*Lisa Neal Gualtieri and Diane Miller*

545

**Chapter 27** Behavioral Research and Data Collection via the Internet
*Ulf-Dietrich Reips and Michael H. Birnbaum*

563

**Chapter 28** Designing E-Commerce User Interfaces
*Lawrence J. Najjar*

587

**Chapter 29** E-Health in Health Care
*François Sainfort, Julie A. Jacko, Molly McClellan, Kevin P. Moloney, and V. Kathlene Leonard*

599

---

**SECTION X  User Behavior and Cultural Influences**

**Chapter 30** Human Factors in Online Consumer Behavior
*Frederick A. Volk and Frederic B. Kraft*

625

**Chapter 31** Analyzing and Modeling User Activity for Web Interactions
*Jianping Zeng and Jiangjiao Duan*

645

**Chapter 32** Web Security, Privacy, and Usability
*E. Eugene Schultz*

663
Chapter 33  Cross-Cultural Web Design .......................................................................................................................... 677

Pei-Luen Patrick Rau, Tom Plocher, and Yee-Yin Choong

SECTION XI  Emerging Technologies

Chapter 34  Mobile Interface Design for M-Commerce ...................................................................................................... 701

Shuang Xu and Xiaowen Fang

Chapter 35  Human Factors in the Evaluation and Testing of Online Games ........................................................................ 725

Karl Steiner

Chapter 36  What Is in an Avatar? Identity, Behavior, and Integrity in Virtual Worlds for Educational and Business Communications ........................................................................................................... 739

Keysha I. Gamor

SECTION XII  Return on Investment for the Web

Chapter 37  Determining the Value of Usability in Web Design ............................................................................................... 753

Andrea Richeson, Eugenie Bertus, Randolph G. Bias, and Jana Tate

Index .................................................................................................................................................................................. 765