The Department of
Mechanical Engineering – Engineering Mechanics

Proudly Presents

Professor John D Lee
University of Wisconsin - Madison

John D. Lee is the Emerson Electric professor in the Department of Industrial and Systems Engineering at the University of Wisconsin, Madison and director of the Cognitive Systems Laboratory. Previously he was a professor at the University of Iowa and director of human factors research at the National Advanced Driving Simulator. Before moving to the University of Iowa, he was a research scientist at the Battelle Human Factors Transportation Center for six years. He is a coauthor of the textbook, *An Introduction to Human Factors Engineering,* and is the author or coauthor of over 170 articles. He recently helped edit the book *Driver Distraction: Theory, Effects, and Mitigation*. He has served on the National Academy of Sciences committee on human system integration, the committee on electronic vehicle controls and unintended acceleration, and several other committees. His research focuses on the safety and acceptance of complex human-machine systems by considering how technology mediates attention. Specific research interests include trust in technology, advanced driver assistance systems, and driver distraction.

Thursday, Nov. 11, 2010   4:00 – 5:00 p.m.   Room 112, ME-EM Bldg.

Making the human-technology marriage work

The relationship between people and technology has become increasingly intimate and pervasive as technology touches many aspects of our work and leisure time. From persuasion and recommendation systems to warnings, decision aids, and vehicle control, technology is becoming an inescapable part of modern life. A large body of research shows that people respond socially to technology, and the concept of trust and metaphor of supervisory control have been adopted to describe factors affecting technology reliance and acceptance. Automation has moved from servo mechanisms and clearly subordinate systems to what might eventually be considered peers in some respects. The increasing capacity of emerging technology might make metaphors beyond supervisory control useful, such as marriage. Such metaphors and models of automation interaction that consider dynamic co-adaptation may prove useful in designing relationships with increasingly capable technology. Data and computational models to support such metaphors are discussed.