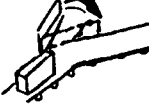
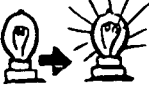
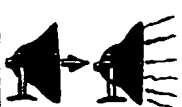


POPULATION STEREOTYPES – BEHAVIORAL RESPONSES					
CONTROL MOVEMENT	SYSTEM (OR EQUIPMENT COMPONENT) RESPONSE				
	DIRECTIONAL			NONDIRECTIONAL	
	UP	RIGHT	FORWARD	CLOCKWISE	INCREASE*
 UP	 RECOMMENDED	NOT RECOMMENDED	 RECOMMENDED	NOT RECOMMENDED	 RECOMMENDED
 RIGHT	NOT RECOMMENDED	 RECOMMENDED	NOT RECOMMENDED	 RECOMMENDED	 RECOMMENDED
 FORWARD	 RECOMMENDED	NOT RECOMMENDED	 RECOMMENDED	NOT RECOMMENDED	 RECOMMENDED
 CLOCKWISE	NOT RECOMMENDED	 RECOMMENDED	NOT RECOMMENDED	 RECOMMENDED	 RECOMMENDED

*Increase refers to increase in power output, brightness, rpm, etc., and to "on" or "start" as opposed to "off" or "stop"

FIG 5-13 – General population stereotype control expectancy When the control is moved as shown at left, most people expect a response as shown at right Additional stereotypes are shown in table on facing page

Adapted from C T Morgan, et al Human Engineering Guide to Equipment Design New York NY , McGraw-Hill Book Co 1963

Function 2–
Man as Information Processor

Much research is presently being performed to learn more about man as an information processor At best, the most that can be said here is limited to the introduction of an idea or two (See the Attneave and McCormick citations in "References")

Human judgements may be classified as

either relative or absolute A relative judgement is one that is made when an opportunity to compare two or more objects presents itself

An absolute judgement is made in the absence of any standard or comparison It has been estimated that most people can differentiate as many as 10,000 to 300,000 different colors on a relative basis—but only 11 to 15 on an absolute basis See Fig 5-12 As a general rule, therefore, a system should have