

# The Broker

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## ABSTRACT

During the last few decades cognitive psychologists have undertaken many experiments that are now directly relevant to modes of human-computer interaction that are topical, potentially valuable and under development. For example, Mollie Potter's experiments on seeing and hearing, and her development of Conceptual Short Term Memory, are now extremely relevant to the emerging and widely applicable techniques of Rapid Serial Visual Processing and Involuntary Browsing and, indeed, to almost all interfaces where a user is expected to view a graphical display. However, while today's interaction designer should feel grateful that this background research has been carried out, it is still necessary for the results derived by the cognitive psychologists to be translated into a compact form and one that uses the language, and exploits the experience, of the interaction designer. That activity requires the services of a 'broker' – probably a person who is neither a cognitive psychologist nor a practising interaction designer.

My talk will discuss issues facing the broker, provide specific examples and try to identify some current needs where the gap between cognitive psychologist and interaction designer could perhaps be narrowed.