

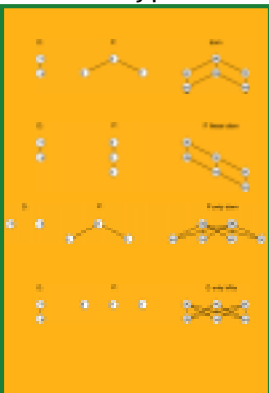
Structure of User Interface Preferences

SUSIP.



The Internet Experiment
online implementation of a complete pair comparison paradigm

The Hypotheses



*"The emergence of hci in the past two decades illustrates the possibility of **psychological inquiry** in the context of system development and of progress with fundamental issues joined with **engineering design**..."*

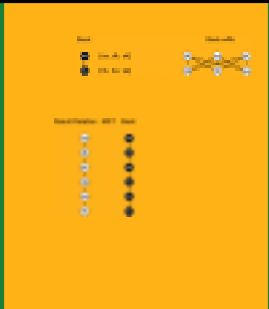
*Computers can be deliberately designed to facilitate human activity and experience only when **social and cognitive requirements** drive the design process throughout."*

John M. Carroll, 1997

D - Display Polarity
{ konstant, alternating }

P - Interface Personality
{ dominant, neutral, submissive }

The Results



*User Interfaces with **dark text on light background** are **preferred** over interfaces which are showing **light text on a dark background**.*

