Assignment 3 – Egocentricity: Spotlight effect

Please read the following text and make a short summary:


In the summary we want you to include the following:

- What is the major finding in this paper? Describe it in your own words.
- Why is it important?
- Discuss one type of situation in which you would have to take this finding into consideration in your work as a designer.
- Do you think that the finding is correct? Why? Why not?

Formalities
You are expected to hand-in a short written discussion of about 1 A4 page. Please write in Times New Roman, pt.12 with standard margins.

You work on this assignment individually.

If you have any questions, email us and we will try to help.

Hand in the assignment to both Petter and Philip no later than Moday 16/2 at 10.00 (no later!). We will discuss the assignment during the afternoon lecture that day. Our emails are:

petter.johansson (a) lucs.lu.se
philip.parnamets (a) lucs.lu.se

Good luck! / Petter & Philip