

3TU.

About Science, Engineering and Design

TU Delft
Technische Universiteit Delft

TU/e
technische universiteit
eindhoven

Universiteit Twente
de anderezame universiteit

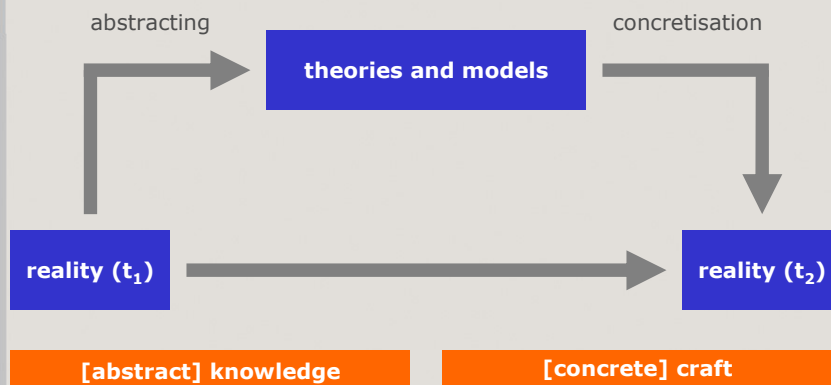


Matthias Rauterberg, Industrial Design, TU/e

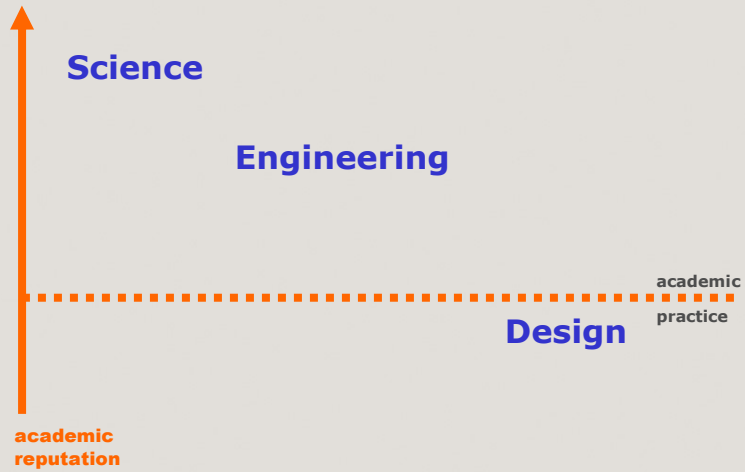
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How do we get theories and models?

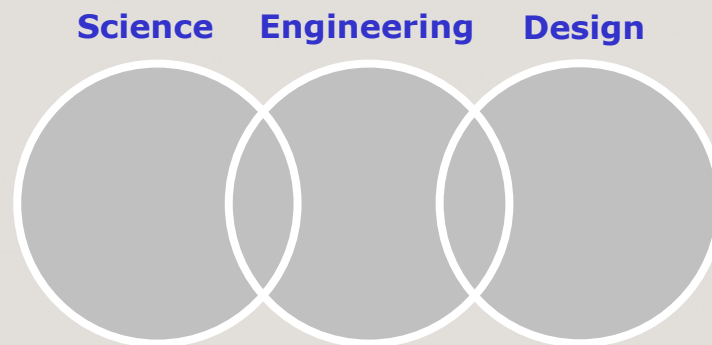


Reputation of different paradigms



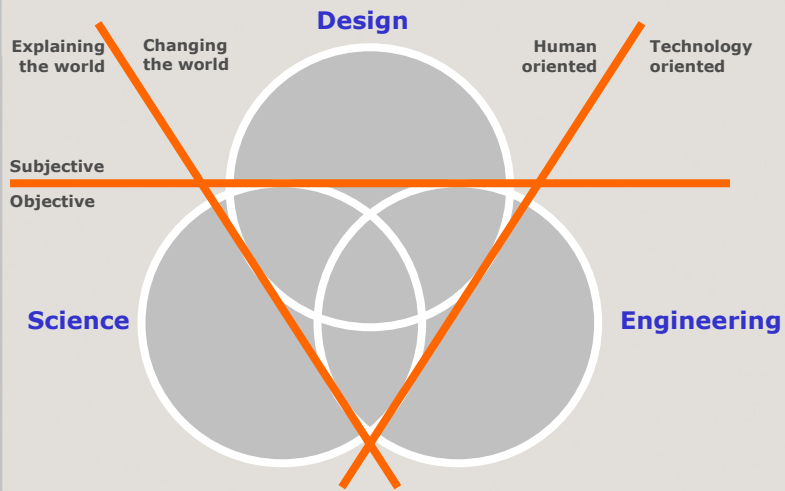
Bartneck C., Rauterberg M. (2007). Physics Nobels should favour inventions. *Nature*, vol. 448, no. 7154, p. 644.

Situation worldwide

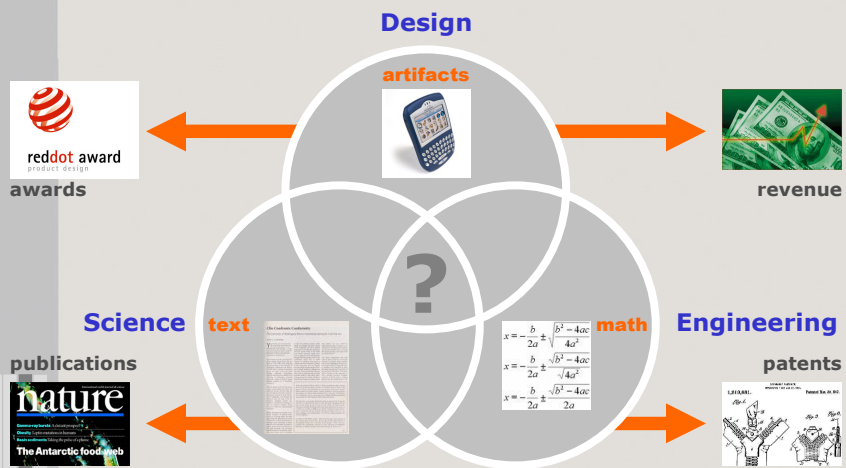


Bartneck C., Rauterberg M. (2007). HCI reality - an unreal tournament. *International Journal on Human-Computer Studies*, vol. 65, no. 8, pp. 737-743.

Three paradigms and major characteristics



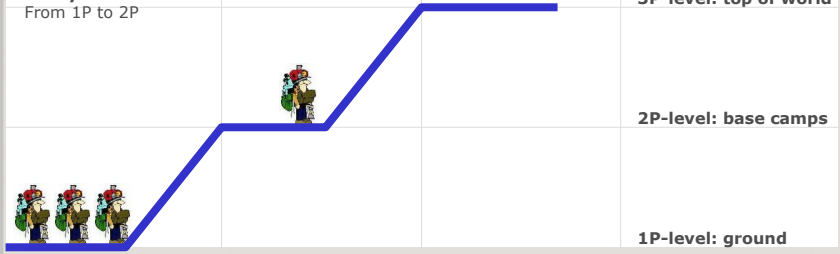
Three paradigms and major rewards



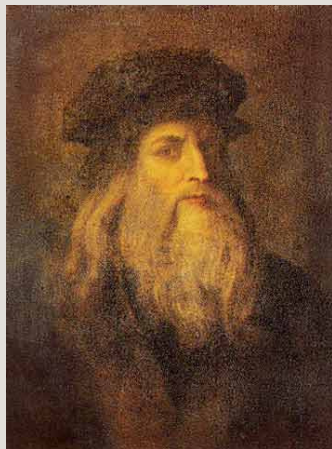
How to get to the top of the world...

1P = one paradigm
2P = intersection of two paradigms
3P = intersection of three paradigms

Today:
From 1P to 2P



'Climbing up the Mount Everest'



Leonardo Da Vinci (1452-1519)

Thanks for your attention!