



Emotional Design: Why We Love (or Hate) Everyday Things

By Don Norman

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Did you ever wonder why cheap wine tastes better in fancy glasses? Why sales of Macintosh computers soared when Apple introduced the colorful iMac? New research on emotion and cognition has shown that attractive things really do work better, as Donald Norman amply demonstrates in this fascinating book, which has garnered acclaim everywhere from *Scientific American* to *The New Yorker*. *Emotional Design* articulates the profound influence of the feelings that objects evoke, from our willingness to spend thousands of dollars on Gucci bags and Rolex watches, to the impact of emotion on the everyday objects of tomorrow. Norman draws on a wealth of examples and the latest scientific insights to present a bold exploration of the objects in our everyday world. *Emotional Design* will appeal not only to designers and manufacturers but also to managers, psychologists, and general readers who love to think about their stuff.

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Emotional Design: Why We Love (or Hate) Everyday Things By Don Norman Bibliography

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Editorial Review

From Publishers Weekly

Techno author Norman, a professor of computer science and cofounder of a consulting firm that promotes human-centered products, extends the range of his earlier work, *The Design of Everyday Things*, to include the role emotion plays in consumer purchases. According to Norman, human decision making is dependent on both conscious cognition and affect (conscious or subconscious emotion). This combination is why, for example, a beautiful set of old mechanical drawing instruments greatly appealed to Norman and a colleague: they evoked nostalgia (emotion), even though they both knew the tools were not practical to use (cognition). Human reaction to design exists on three levels: visceral (appearance), behavioral (how the item performs) and reflective. The reflective dimension is what the product evokes in the user in terms of self-image or individual satisfaction. Norman's analysis of the design elements in products such as automobiles, watches and computers will pique the interest of many readers, not just those in the design or technology fields. He explores how music and sound both contribute negatively or positively to the design of electronic equipment, like the ring of a cell phone or beeps ("Engineers wanted to signal that some operation had been done.... The result is that all of our equipment beeps at us"). Norman's theories about how robots (referred to here as emotional machines) will interact with humans and the important jobs they will perform are intriguing, but weigh down an already complex text.

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From [Booklist](#)

Computer science professor Norman also advises design firms. He brings his background in academics and business to bear on the emotional valence surrounding objects of daily use, be they kitchen utensils, automobiles, or a football coach's headset. Norman's analysis of people's emotional reactions to material objects is a delightful process, replete with surprises for readers who have rarely paused to consider why they like or loathe their belongings. He breaks down emotional reactions into three parts, labeled "visceral," "behavioral," and "reflective," asserting that "a successful design has to excel at all levels." Norman's examples of items ranging from bottles to hand tools fulfill this dictum, although he feels that designers do not often take emotion into account when formulating what an object should look like. With household robots on the horizon, Norman implores designers to redeem their mistakes in designing personal computers. His readers will take away insights galore about why shoppers say, "I want that." *Gilbert Taylor*

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Review

"The book pops with fresh paradigms, applying scientific rigor to our romance with the inanimate. You'll never see housewares the same way again."

Users Review

From reader reviews:

Joy Hanson:

In this 21st one hundred year, people become competitive in each and every way. By being competitive today, people have do something to make these people survives, being in the middle of the crowded place and notice by surrounding. One thing that sometimes many people have underestimated the item for a while

is reading. Sure, by reading a guide your ability to survive improve then having chance to stand up than other is high. For yourself who want to start reading some sort of book, we give you that Emotional Design: Why We Love (or Hate) Everyday Things book as beginning and daily reading publication. Why, because this book is greater than just a book.

Betty Abbott:

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Kenneth Kan:

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Alta Favors:

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