


Next Chapter Meeting!!!
Wednesday, 27 September 2017, 3:30 PM

 <p>Invited Speaker</p>	<p>Human Factors and Ergonomics Society / Southern Ohio Chapter</p> <p>John Flach</p> <p>What Matters: Putting Commons Sense to Work</p> <p>Wednesday, September 27, 2017, 3:30pm - 4:30pm WBI, 444 East Second St., Dayton, OH</p>
---	---

In their new book (*What Matters*), John Flach and Fred Voorhorst draw from their experiences trying to make technology work for people to reflect on the foundations of Cognitive Science and Product Design. This work is motivated by the sense that there is a large gap between the type of experiences studied in laboratories and the everyday experiences of people working with technology. This has led the authors to question the metaphysical foundations of cognitive science and to suggest alternative directions that might provide better insights for design. An important inspiration for this alternative direction is Pirsig's *Metaphysics of Quality* described in *Zen and the Art of Motorcycle Maintenance* and *Lila*. The goal is to move beyond 'information processing' and the computer metaphor, toward 'meaning creation' as inspired by recent discoveries in dynamics and self-organizing systems. This book takes the reader on a journey beyond the conventional dichotomy of mind and matter to explore a world of 'what matters' in hopes of inspiring the design of human-technology systems that work beautifully.

John M. Flach, Ph.D.

jflach@miletwo.us



John joined Mile Two LLC as a Senior Cognitive Systems Engineer after more than 30 years teaching and supervising graduate research in universities. John has written extensively about Cognitive Systems Engineering (CSE) and Ecological approaches to human performance and design (including 3 co-authored books; 3 co-edited books; and more than 180 archival publications). After many years of talking and writing about CSE, he welcomes the opportunity to test what he has learned against the challenge of designing practical solutions to contemporary business problems. To learn more about John and his interests, check out his [Perspicacity](#) blog page.

Directions: *The WBI Innovation Labs is located at 444 East 2nd St. in Dayton. Parking is available in two lots on the west side of the building. Enter through the loading dock on west side of the building.*

RSVP: *Please contact Laura Militello at l.militello@applieddecisionsscience.com, or at 937.602.7844 (cell) to let us know you are coming!*