

# BARBARA STEWART CHAPARRO

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## EDUCATION

**Ph.D. Texas Tech University, Lubbock, TX, 1990**

Experimental Psychology/Human Factors & Industrial Engineering, May 1990  
College of Arts and Science, Department of Psychology

**B.S. University of Richmond, Richmond, VA, 1985**

Psychology/Business Administration, May 1985  
College of Arts and Science, Department of Psychology

## WORK EXPERIENCE

**Department of Human Factors and Behavioral Neurobiology, Embry-Riddle  
University, Daytona Beach, FL 2017 – present**

***Professor***

- Instructor for graduate and undergraduate courses in Human-Computer Interaction and Human Factors Methods.
- Director of the Research in User eXperience (RUX) Lab

**Department of Psychology, Wichita State University, Wichita, KS 1998 – 2017**

***Coordinator, Graduate Human Factors Program***

***Professor of Psychology ( Associate 2008, Assistant 2003; Visiting 1998 – 2003)***

- Instructor for graduate level Human Factors courses (Human Factors, Software Psychology, Methods in Human Factors) and undergraduate Research Methods in Psychology and Human Factors.
- Coordinator of Human Factors Graduate Program – one of three doctoral graduate programs in the Department of Psychology. Responsible for HFES accreditation application, graduate student recruiting, and Human Factors faculty supervision.

**Applied Psychology Research Institute (APRI), WSU**

***Director of Software Usability Research Lab (SURL)***

**1998 - 2017**

- SURL is an internationally recognized applied research laboratory that provides user interface design, evaluation, and research services to industry and educational organizations. The lab also serves as a training environment for doctoral students in our Human Factors Psychology program. Most of these students choose to work in industry after obtaining their Ph.D. and this work experience contributes to their ability to obtain jobs in the most competitive industries. Recent graduates are now employed at Google, Dell, Honeywell, State Farm Insurance, Country Financial, NetApp, and Microsoft, among others.

Editor, Usability News [www.usabilitynews.org](http://www.usabilitynews.org)

1999 – 2017

- Editor of international online newsletter highlighting research findings of the Software Usability Research Laboratory (SURL). *Usability News* currently had over 40,000 subscribers including usability professionals, developers, managers, and researchers worldwide.

**Cambridge Technology Partners, Inc. (CTP), Cambridge, MA 1994 – 1996; Director & Enterprise-wide Competency Manager of Human Factors**

**Easel Corporation, Burlington, MA 1992 - 1994**  
*User Interface Design Engineer/Consultant*

**IBM Corporation, Poughkeepsie, NY 1990 - 1992**  
*Human Factors Engineer*

**Texas Tech University, Lubbock, TX 1985 - 1990**  
*Teaching Assistant Administrator and Research Assistant*

## HONORS & AWARDS

- 2016 Excellence in **Research** University Award, WSU
- 2015 WSU Ventures Ambassador Award, **Innovation** Celebration
- 2014 John R. Barrier **Distinguished Teaching** Award in Humanities and Social Sciences
- 2014 WSU Competitive **Innovation** Accelerator Shock Tank Award (with Dr. Jibo He)
- 2013 Appointed **Chair of Accreditation**, Human Factors and Ergonomics Society
- 2012 **Phenomenal Woman** Award, WSU
- 2012 President's **Distinguished Service** Award, WSU
- 2012 – 2017; **Coleman Fellow** of Entrepreneurship, WSU
- 2007-2008, 2010; Nominated for WSU Academy for **Effective Teaching** (AET) Award

## RESEARCH FUNDING

The following reflects industry contract funding acquired by my research lab at Wichita State University. SURL provides **applied research services to industry and organizations worldwide**. Funding averaged \$100K - \$150K per year.

### 2016-17

- State of Minnesota – Website design and evaluation
- Harley-Davidson – evaluation tool
- Honeywell Corporation – Evaluation of Smarthome Devices
- [Company Confidential] – User Perceptions of Social Media
- Technology Training Team (T3) – Architecture and Usability of a Website

- Google – Focus Group Analysis of a Product
- Honeywell Corporation – Interview and Persona Development of Consumers
- Coca-Cola – Usability Evaluation of Consumer Product
- Country Financial – Eye Tracking Training for Usability Testing
- Made Movement LLC – Usability and Eye Tracking Assessment of Franchise Restaurant Website
- Honeywell Corporation – Usability of Mobile Device Product
- [Company Confidential] – usability of new technology for social networking

## **2015**

- Dell Incorporated – Monitor Configuration Impact on Efficiency II
- Honeywell Corporation - Out-of-the-Box-Experience (OOBE) of Smart Home products
- Fortune 100 Company Confidential – Competitive analysis of potential features for a mobile application
- Dell Incorporated – Monitor Size, Number, and Resolution Impact on Efficiency
- Microsoft Corporation - Input Method Data Analysis & Research
- KIDSKS Non-Profit - Website Design
- Envision Corporation - Usability and Accessibility Testing of Software for Visually Impaired Users
- WSUVentures – Website architecture evaluation and usability testing
- Honeywell Corporation – Legibility Study of Mobile Device
- Honeywell Corporation - Out-of-the-Box-Experience (OOBE) of Mobile Products

## **2014**

- KIDSKS Non-Profit - Expert Review of Website
- Fretlight Guitar – Out-of-the-Box Experience (OOBE) Evaluation
- Fretlight Guitar : Website Usability Testing & Expert Review
- Benchmark Brands - FootSmart E-Commerce Usability Study
- Motorola Corporation - Text Input Performance & Usability Study
- Coca-Cola Company - Usability Study & Expert Review of Mobile App
- Honeywell Corporation - Usability Study of Mobile Device
- John Harrison, Entrepreneur – Expert Review of LAVA Mobile App for Children
- PenClic – Out-of-the-Box-Experience (OOBE) of Unique Input Device
- PenClic - Performance/Diary Study of Unique Input Device
- Microsoft Corporation - Data Analysis of Input Device Performance
- Fike Corporation - Usability Testing of Website

## **2013**

- ShipWorks, Incorporated - Expert Review and Usability Testing of ShipWorks Software
- Coca-Cola Company - Expert Review and Usability Analysis of Mobile Application I, II
- Dell Incorporated - Usability Testing of Security Software I and II
- The Golf Warehouse - Competitive Usability Analysis of Three Online Golf E-Commerce Sites
- Kansas Health Institute - Usability Analysis of KanCare Application Website

## **2012**

- Benchmark Brands, Inc. – Usability Analysis of Footsmart.com
- Benchmark Brands, Inc. – Card Sort of Website Taxonomy
- Nuance Communications – Assessment of Personality of Mobile Device Personal Assistants
- Motorola Incorporated – Performance Evaluation of Physical Mobile Device Keyboards
- Motorola Incorporated – Evaluation of Keyboards
- Motorola Incorporated - Benchmark and Qualitative Analysis of Physical and Onscreen QWERTY Keyboard Design and Exercise Devices
- Nuance Communications - Evaluation of Voice Recognition on Mobile Devices
- Dell Incorporated - Usability Analysis of Security Software

## **2011**

- Microsoft Corporation - Literature Review of Human Performance Considerations of Gaming Environments
- Nuance Communications - Evaluation of Alternate Text Input Methods on Mobile Devices
- Dell Incorporated - Evaluation of Multi-Monitor Configurations
- Dell Incorporated - Evaluation of Security Software for Laptop Computers
- Dell Incorporated - User Interface Design for Dell Laptop Software
- Motorola Incorporated - Benchmark and Qualitative Analysis of Physical and Onscreen QWERTY Keyboard Design and Docking Station
- Motorola Incorporated - Benchmark and Qualitative Analysis of QWERTY Keyboard Design and Navigation on Cell Phones.

## **2010**

- General Atomics Human Factors Evaluation of UAV Operator Stations (Co-PI) for GUI Design and Usability Evaluation
- Dell Incorporated - GUI Design and Usability Analysis of Dell Enterprise Software.
- KU Medical School Web-based Kiosk Design and Development for Common Pediatric Topics
- Motorola Incorporated - Benchmark and Qualitative Analysis of QWERTY Keyboard Design and Navigation on Cell Phones.
- Benchmark Brands - Card Sort Analysis of FootSmart.com Products
- Benchmark Brands - Qualitative Usability and Eye Tracking Evaluation of FootSmart.com Product Detail and Navigation.

## **2009**

- Motorola Incorporated - Benchmark and Qualitative Analysis of QWERTY Keyboard Design and Navigation on Cell Phones.
- Benchmark Brands - Usability Analysis of FootSmart.com Checkout Process.

## **2008**

- PerfectForms, Incorporated - Usability Review of PerfectForms Software: Analysis of Getting Started, Home, and Dashboard Screens.
- Dell Incorporated - First Impression Eye-Tracking Analysis of Three Commercial/Enterprise Software Applications.

- Dell Incorporated - Competitive Usability Evaluation and Eye-Tracking Analysis of the ControlPoint Software Application
- General Atomics - Human Factors Evaluation of UAV Operator Stations., Co-Investigator

## **2007**

- Dell Incorporated - Usability Evaluation and Eye-Tracking Analysis of New Software Application
- Textron Corporation Usability Analysis of Textron.com and Competitor Websites
- General Atomics Human Factors Evaluation of UAV Operator Stations., Co-Investigator
- Telerobotics Corporation - Human Factors Evaluation of Input Devices and Interface for the TRC Remotely Operated Weapons System. Co-Investigator
- McClatchy Corporation - Usability Evaluation of Online Ad Placement Website
- Dean and Deluca - Usability and Eye Tracking Analysis of DeanandDeluca.com Website
- Embarq Corporation - Categorical Analysis for Embarq.com

## **2006**

- Microsoft Corporation - Legibility Research Proposal: Effects of Glyph Attributes on Typeface Legibility
- Textron Corporation - Usability Evaluation of Textron.com Portal
- Textron Corporation - Usability Evaluation of Textron.com Website
- EqualLogic Corporation - Usability Evaluation of EqualLogic.com Website
- Knight Ridder - Usability Evaluation of Online Ad Placement Website
- Coleman Corporation - Usability Evaluation of Coleman.com Website
- American Playwrights - Usability Evaluation of American Playwright Website sponsored by the National Endowment for the Arts (NEA)

## **2005**

- Textron Corporation - Usability Evaluation of Textron.com Portal
- Textron Corporation - Usability Evaluation of Textron.com Website
- CertainTeed Corporation - Usability Evaluation of Certainteed.com and competitors
- Microsoft Corporation - ClearType™ Readability Research III: Examining the legibility and personality of Six New ClearType™ Typefaces.

## **2003-2004**

- Microsoft Corporation - ClearType™ Readability Research II: Investigating Multi-Column Line Length and New Font Types
- Microsoft Corporation - ClearType™ Readability Research I: Examining the effects of layout features of ClearType™
- Cramer Reed for Successful Aging - Health and Lifestyle Review, examining older adults and the Web
- CertainTeed Corporation - Usability Evaluation of Certainteed.com and competitors
- LawCatalog, Inc. - Usability Evaluation of Lawcatalog.com
- Textron Corporation - Usability Evaluation of Textron.com
- Self-Help Network of Kansas - Website Development for Consumer Run Organizations of Kansas

- The Coleman Company, Inc. - Usability Evaluation of Coleman.com
- Blue Cross Blue Shield - Expert Review of BCBS.com
- American Petroleum Institute - Literature Review of Human Factors principles related to SCADA

## GRANTS

NIH. *Web-based problem-solving self-Management program for African Americans with Type 2 Diabetes* PI:Michelle Redmond (awarded 2018; Co-PI non-funded supervisor to WSU grad student)

NSF LEAP Grant (submitted 2018). Daewon Kim (Principal Investigator). Title: Hydrostat Muscle & Muscle Actuation Mechanism

## BOOKS/CHAPTERS

1. Stone, N. J., Chaparro, A., Keebler, J. R., Chaparro, B. S., & McConnell, D. S. (2017). *Introduction to Human Factors: Applying Psychology to Design*. CRC Press.

## REFEREED PUBLICATIONS (\*student author)

1. Bowen, A., \*Ellis, J., & Chaparro, B. (2018). Long nav or short nav?: Student responses to two different navigational interface designs in LibGuides. *The Journal of Academic Librarianship*.
2. \*Turner, C. J., Chaparro, B. S., & He, J. (2018). Texting While Walking: Is It Possible with a Smartwatch? *Journal of Usability Studies, February*.
3. Xu D. J., S. Abdinnour, B. Chaparro (2017). An Integrated Temporal Model of Belief and Attitude Change: An Empirical Test With the iPad. *Journal of the Association for Information Systems, 18 (2)*, 113-140.
4. \* Turner, C. J., Chaparro, B. S., & He, J. (2017). Text Input on a Smartwatch QWERTY Keyboard: Tap vs. Trace. *International Journal of Human-Computer Interaction, 33(2)*, 143-150.
5. \* Phan, M. H., Keebler, J. R., & Chaparro, B. S. (2016). The Development and Validation of the Game User Experience Satisfaction Scale (GUESS). *Human Factors, 58(8)*, 1217-1247.
6. \* Jardina, J. R., & Chaparro, B. S. (2015). Investigating the usability of e-textbooks using the technique for human error assessment. *Journal of Usability Studies, 10(4)*, 140-159.
7. \* Smith, A. and Chaparro, B. (2015). Smartphone Text Input Method Performance, Satisfaction, and Preference with Young and Older Adults, *Human Factors, 57(6)*,

1015-1028.

8. He, J., Choi, W., McCarley, J. S., Chaparro, B. S., & Wang, C. (2015). Texting while driving using Google Glass™: Promising but not distraction-free. *Accident Analysis & Prevention, 81*, 218-229.
9. He, J., Chaparro, A., Nguyen, B., Burge, R. J., Crandall, J., Chaparro, B., Ni, R., & Cao, S. (2014). Texting while driving: Is speech-based text entry less risky than handheld text entry? *Accident Analysis & Prevention, 72*, 287-295.
10. Chaparro, B., \*Phan, M., \*Siu, C., & \*Jardina, J. (2014). User Performance and Satisfaction of Tablet Physical Keyboards, *Journal of Usability Studies, 70-80*.
11. Hazlett, R., Larson, K., Shaikh, D., & Chaparro, B. (2014) Two studies on how a typeface congruent with content can enhance onscreen communication. *Information Design Journal*.
12. \*Owens, J., Palmer, E., & Chaparro, B. (2014). The Pervasiveness of Text Advertising Blindness. *Journal of Usability Studies, 9(2)*, 51-69.
13. Chaparro, B., Merkle, E., \*Fox, D., and Chaparro, A. (2011). Examination of the Legibility of Isolated Characters of Onscreen Typefaces, *Information Design Journal, 19(1)*, 28-45.
14. \*Owens, J. W., Chaparro, B. S., & Palmer, E. M. (2011). Text advertising blindness: The new banner blindness? *Journal of Usability Studies, 6(3)*, 172-197.
15. Whitman, L., Jorgensen, M., & Chaparro, B. (2010). Virtual Factory Models: Do They Help Students Learn? *Computers in Education, Jan-Mar 2010*.
16. Chaparro, B., \*Shaikh, A., Chaparro, A., & Merkle, E. (2010). Comparing the legibility of six ClearType typefaces to Verdana and Times New Roman, *Information Design Journal, 18(1)*, 36-49.
17. Merkle, E., & Chaparro, B. (2009). Using sunflower plots and classification trees to study typeface legibility. *Case Studies in Business, Industry and Government Statistics*.
18. Chaparro, B., \*Hinkle, V., & \*Riley, S. (2008). The usability of computerized card sorting: a comparison of three applications by researchers and end users. *Journal of Usability Studies, 4(1)*, November, 2008.
19. Levine, J. & Chaparro, B. (2007). Usability Study of a Distance Continuing Education Website for Human Service Professionals. *Journal of Technology in Human Services. Vol 25(4)*, 23-40.

20. Abdinnour-Helm, S. & Chaparro, B.S. (2007). A Balanced Usability Approach to Evaluate Palestinian Hotel Websites. *Electronic Journal of Information Systems in Developing Countries (EJISDC)*, Vol 31(2), 1-12.
21. Baily, R., Barnum, C., Bosley, J., Chaparro, B., Dumas, J., Ivory, M., John, B., Miller-jacobs, H, Koyani, S. (2006). *Research-based web design & usability guidelines*. Washington DC: US Dept of health and Human Services. (Secondary author; data collection)
22. Chaparro, B. & Abdinnour-Helm, S. (2006) A Multi-Pronged Approach to Test the Usability of SAP R/3. *Innovation Monograph II*, October 2006, pp. 115-125
23. \*Hart, T.A., Chaparro, B.S., & Halcomb, C.G. (2006). Evaluating websites for Older Adults: adherence to 'senior-friendly' guidelines and end-user performance, *Behaviour and Information Technology*. Dec 20, 2006.
24. Whitman, L. Malzahn, D., Chaparro, B., Russell, M., Langrall, R., Mohler, B. (2005). A Comparison of Group Processes, Performance, and Satisfaction in Face-to-Face Versus Computer-Mediated Engineering Student Design Teams, *Journal of Engineering Education*, Vol. 94, No. 3, pp. 327-333.
25. Abdinnour-Helm, S., Chaparro, B., & Farmer, S. (2005). Using End-User Computing Satisfaction (EUCS) Instrument to Measure Satisfaction with a Website. *Decision Sciences*, 36(2), 341-364.
26. \*Bernard, M.L., \*Hull, S. & Chaparro, B.S. (2005) Examining the Performance and Preference of Embedded and Framed/Non-Framed Hyperlinks, *International Journal of Industrial Ergonomics*, 35(2), 139-147.
27. Chaparro, A., Rogers, B., Hamblin, C. & Chaparro, B. (2004) *Final Report: A Comparison of Two Evaluative Techniques for Validating Maintenance Documentation*. Federal Aviation Administration: Washington D.C.
28. Chaparro, B. & \*Bernard, M. (2004). Website Design. In the Encyclopedia of Human-Computer Interaction, Berkshire Publishing Group LLC.
29. Chaparro, A., Rogers, B., Hamblin, C. & Chaparro, B. *Evaluation Toolbox for Aviation Technical Writers*. 2004, Federal Aviation Administration: Washington D.C.
30. \*Bernard, M. L., Chaparro, B. S., \*Mills, M., & Halcomb, C. G. (2003). Comparing the effects of text size and format on the readability of computer-displayed Times New Roman and Arial text. *International Journal of Human-Computer Studies*, 823-835.
31. Chaparro, B., Bohan, M., \*Scarlett, D., \*Slocum, J. & \*Riley, S. (2003). Literature Review of Human Factors principles related to SCADA. American Petroleum Institute.
32. Chaparro, B. and Halcomb, C. (2002). University Profiles: Wichita State University and the Software Usability Research Lab. *Interactions*



33. \*Bernard, M. L., Chaparro, B. S., \*Mills, M. M., & Halcomb, C. G. (2002). Examining children's reading performance and preference for different computer-displayed fonts. *Behaviour & Information Technology*. Volume 21, Number 2, March 01, 2002, pp. 87-96.
34. Rogers, M.E., N.L. Rogers, B.S. Chaparro, L. Stumpfhauser, and C.G. Halcomb. (2002). Effects of modular course training on mobility in older adults aged 79-90 years. *Disability and Rehabilitation*.
35. \*Selvidge, P. R., Chaparro, B. S., & Bender, G. T. (2001). The world wide wait: Effects of delays on user performance. *International Journal of Industrial Ergonomics*, 29(1), 15-20.
36. Chaparro, B. (2001). Top Ten Mistakes of Shopping Cart Design. *Internetworking (4.1)*, December. [online]  
<http://www.internettg.org/newsletter/dec01/contents.html> .
37. \*Spain, K., \*Phipps, C., \*Rogers, M., & Chaparro, B (2001). Data collection in the palm of your hand: a case study. *International Journal of Human-Computer Interaction* 13(2), 231-243.
38. Chaparro, B.S. & Halcomb, C.G. (1990). STAR: A Computerized Tutorial in General Psychology. *Journal of Computer-Based Instruction*, 17(4), Autumn issue (also ED 325 114).
39. Chaparro, B.S. \*McGregor, L.N., \*Roberts, S.L., and Weller, D. (1998). Understanding Instructional Design and Its Applications: A Comprehensive View. *Contemporary Psychology*, 43(9), 640-641.
40. Stewart, B.E. & Young, R.S.L. (1989). The pupillary response: An index of visual threshold. *Applied Optics*, 28(6), 1122-1127.
41. Halcomb, C.G., Chatfield, D.C., Stewart, B.E., Stokes, M.T., Cruse, B.H., & Weimer, J. (1989). A Computer-Based Instructional Management System for General Psychology. *Teaching of Psychology*, 16(3), 148-151.

## **DISSERTATION**

Stewart, B.E. (1990). STAR: A Computerized Tutorial in General Psychology. Dissertation.

## **REFERREED PROCEEDINGS/PRESENTATIONS**

### **(\*student author)**

1. Chaparro, B. (2018). Let the Data Decide: Designing Research to Answer UX Questions. Workshop presented at User Experience Philippines 2018 Conference

(UXPH), May 26-27, Manila, Phillipines.

2. \*Gisick, L., Chaparro, B., \*Leverenz, T. & \*Misasi, P. (2018) Evaluating Clinical Decision Support in Emergency Medical Services. *Human Factors Healthcare Symposium, Boston, MA.*
3. \*Teves, J., Chaparro, B., & Chaparro, A. (2018). Designing Effective Dashboards for Healthcare Providers, Patients, and Family Caregivers to Patients With Diabetes, *Human Factors Healthcare Symposium, Boston, MA.*
4. \*Leverenz, T., \*Misasi, P., & Chaparro, B. (2018). Evaluating Situation Awareness During a Simulated Active-Shooter Mass Casualty Incident: Lessons Learned, *Human Factors Healthcare Symposium, Boston, MA.*
5. Fouquet, S., Chan, Y., Kerns, E., & Chaparro, B. (2018). Safeuristics! Do Heuristic Violation Severity Ratings Correlate With Patient Safety Severity Ratings for a Native EHR Mobile Application? *Human Factors Healthcare Symposium, Boston, MA.*
6. Campbell B, \*Leverenz T, Duong J, Chaparro B, Grainger D. Are uWise? Using APGO uWise Modules to Improve the Obstetrics and Gynecology Midterm. *Poster presentation at the 2018 CREOG and APGO Annual Meeting; February 28-March 3, 2018; National Harbor, MD.*
7. \*Leverenz T, Duong J, Campbell B, Chaparro B, Grainger D. Medical Student and Resident Perceptions Regarding a Mentoring Program during the Obstetrics and Gynecology Clerkship: Challenges 3 Years Later. *Poster presentation at the 2018 CREOG and APGO Annual Meeting; February 28-March 3, 2018; National Harbor, MD.*
8. \*Shelstad, W. J., Smith, D. C., & Chaparro, B. S. (2017, September). Gaming on the Rift: How Virtual Reality Affects Game User Satisfaction. In *Proceedings of the Human Factors and Ergonomics Society Annual Meeting* (Vol. 61, No. 1, pp. 2072-2076). Sage CA: Los Angeles, CA: SAGE Publications.
9. Lazzara, E. H., Baker, A. L., Abts, N., Nathan-Roberts, D., Ranton, J., Fouquet, S., & Chaparro, B. (2017, September). Going Mobile: Guiding the Development of Safer and More Effective Mobile Access in Healthcare. In *Proceedings of the Human Factors and Ergonomics Society Annual Meeting* (Vol. 61, No. 1, pp. 578-582). Sage CA: Los Angeles, CA: SAGE Publications.
10. Klein, M. I., Halcomb, C., DeLucia, P. R., Liddell, G., Chaparro, B., & Endsley, M. (2017, September). 50 Years of Human Factors Psychology at Texas Tech University. In *Proceedings of the Human Factors and Ergonomics Society Annual Meeting* (Vol. 61, No. 1, pp. 430-434). Sage CA: Los Angeles, CA: SAGE Publications.
11. Gannon, E., He, J., Gao, X., & Chaparro, B. (2016). RSVP Reading on a Smart Watch. In *Proceedings of the Human Factors and Ergonomics Society Annual Meeting, Washington, D.C.*
12. Abdinnour, S. & Chaparro, B. (2015) iPad Usage for University Competition Voting. *Decision Sciences Institute (DSI) Conference, Seattle, WA, November.*

13. \*Pfannenstiel, A. & Chaparro, B. (2015). An Investigation of the Usability and Desirability of Health and Fitness-Tracking Devices. *17<sup>th</sup> International Conference on Human-Computer Interaction, Los Angeles, CA 2-7 August.*
14. Chaparro, B., He, J., \*Turner, C., & \*Turner, K. (2015). Is Touch-based text Input Practical for a Smartwatch? *17<sup>th</sup> International Conference on Human-Computer Interaction, Los Angeles, CA 2-7 August.*
15. \*Phan, M., Chaparro, B., & He, J. (2015). Can You Judge a Video Game by Its Cover? An Exploration of Subjective Impressions and Eye Movement Patterns. *17<sup>th</sup> International Conference on Human-Computer Interaction, Los Angeles, CA 2-7 August.*
16. \*Canare, D., Chaparro, B., & He, J. (2015). A Comparison of Gaze-Based and Gesture-Based Input for a Point-and-Click Task. *17<sup>th</sup> International Conference on Human-Computer Interaction, Los Angeles, CA 2-7 August.*
17. \*Teves, J., Fouquet, S., Chaparro, B., Kennedy, B., & Chan, R. (2015). Decoding the Mobile EMR User Experience: Clues to Designing Effective Health-care Software Interfaces for Different Provider Groups. *HFES 2015 International Symposium on Human Factors and Ergonomics in Health Care: Improving the Outcomes, Baltimore, Maryland.*
18. Abdinnour, S. & Chaparro, B. (2014) iPad Usage among University Athletes. *Decision Sciences Institute (DSI) Conference, Tampa, FL, November.*
19. \*Siu, C., & Chaparro, B. S. (2014). First Look Examining the Horizontal Grid Layout using Eye-tracking. In *Proceedings of the Human Factors and Ergonomics Society Annual Meeting* (Vol. 58, No. 1, pp. 1119-1123).
20. \*Phan, M. and Chaparro, B. (2013). User Perceptions of Facebook Games. In *the Proceedings of the Human Factors and Ergonomic Society, San Diego, CA 2013.*
21. \*Hinkle, V. and Chaparro, B. (2013). Is User-Validation Necessary for a Spanish Translation of the Microsoft Product Reaction Cards Tool? In *the Proceedings of the Human Factors and Ergonomic Society, San Diego, CA 2013.*
22. \*Jardina, J. and Chaparro, B. (2013). Usability, Engagement, and Satisfaction of Two e-Textbook Applications. In *the Proceedings of the Human Factors and Ergonomic Society, San Diego, CA 2013.*
23. Chaparro, B & Abdinnour, S. (2013). Exploring the Use of e-Textbooks in Higher Education. *Summer Institute on Distance Learning and Instructional Technology, August 2<sup>nd</sup>. Johnson County Community College, Overland Park, KS.*
24. \*Jardina, J. & Chaparro, B. (2012). Usability of e-readers for Book Navigation Tasks. *Proceedings of the Human Factors and Ergonomics Society Annual Meeting* September 2012 vol. 56 no. 1897-1901

25. \*Nguyen, B. & Chaparro, B. (2012). Apple iPad Usage Trends by Students and Non-Students.. *Proceedings of the Human Factors and Ergonomics Society Annual Meeting September 2012* vol. 56 no. 1511-1515.
26. \*Jardina, J., Phan, M., Nguyen, D. & Chaparro, B. (2012). Gender Differences in First Impressions of Web Pages: The Role of Attractiveness, Complexity, and Brightness on Perceived Design Quality. *Proceedings of the Human Factors and Ergonomics Society Annual Meeting September 2012* vol. 56 no. 1604-1608
27. \*Owens, J., \*Teves, J., \*Nguyen, B., \*Smith., A., \*Phelps. M.C., & Chaparro, B. (2012). Examination of Dual vs. Single Monitor Use during Common Office Tasks. *Proceedings of the Human Factors and Ergonomics Society Annual Meeting September 2012* vol. 56 no. 1506-1510.
28. \*Phan, M., \*Jardina, J. Hoyle, S., & Chaparro, B. (2012). Examining the Role of Gender in Video Game Usage, preference, and Behavior. *Proceedings of the Human Factors and Ergonomics Society Annual Meeting September 2012* vol. 56 no.1496-1500.
29. Kennedy, B., Riss, R., Chan, Y. R., Chaparro, B. C., Teves, J., & Copic, N. (2012). Tablet technology: Don't start the rounds without it. *Clinical Hands-on Workshop and Research Presentation at the Pediatric Hospital Medicine Annual Meeting, Cincinnati, OH*
30. Whitman, L. E., \*Phelps, M., Reynolds, K. V., and Chaparro, B. (2012). Assessing Technological Literacy of Middle School Students. *Proceedings of the American Society for Engineering Education Conference, San Antonio, TX* CD June 20-23, 2012.
31. Crumrine, D., \*Owens, J., Chaparro, B., & Self, T. (2010). Investigating the Eye-Gaze & Fast-Mapping Abilities of Children with ASD. Poster session presented at the *ASHA 2010 Convention, Philadelphia, PA*
32. Crumrine, D., \*Owens, J., Adams, M., Salamone, L., Self, T., & Chaparro, B. (2010, September). A Preliminary investigation of eye-gaze patterns on fast-mapping abilities of children with ASD. Poster session at the *annual meeting of the Kansas Speech-Language Hearing Association, Topeka, KS.*
33. Crumrine, D., \*Owens, J., Adams, M., Salamone, L., Self, T., & Chaparro, B. (2010, August). A Preliminary investigation of eye-gaze patterns on fast-mapping abilities of children with ASD. Poster session at the *International Association of Logopedics and Phoniatrics, Athens, Greece.*
34. \*Owens, J.W., \*Shrestha, S., and Chaparro, B.S. (2009). Effects of Text Saliency on Eye Movements While Browsing a Web Portal. *HFES 2009 Annual Conference.*
35. \*Shrestha, S., \*Owens, J.W., and Chaparro, B.S.(2009). The Effect of Location and Congruency of Text Ads on Information Search. *HFES 2009 Annual Conference.*

36. \*Fox, D., \*Smith,A, \*Shaikh, D., & Chaparro,B.(2009). Optimizing Presentation of AdSense Ads within Blogs. *HFES 2009 Annual Conference*.
37. Chaparro, B., \*Fox, D., \*Shrestha, S., & \*Owens, J. (2008). Symposium: Website Design, Eye Tracking, Onscreen Reading, and Usability Testing. *54th Meeting of the Southwestern Psychological Society, Kansas City, MO*.
38. Chaparro, A., Chaparro, B., Castenada, M., & \*Smith, A. (2008). Symposium: Analysis and Design of a Complex Environment for Controlling Unmanned Aerial Vehicles. *54th Meeting of the Southwestern Psychological Society, Kansas City, MO*.
39. Chaparro, B. & Wood, M. (2008). Usability Evaluation of the myWSU Portal. *Sungard Summit 2008, Anaheim*.
40. \*Fox, D.E., Chaparro, B. & Merkle, E. (2008) Examining the Onscreen Legibility of the Number “0” and the Number “1”. *HFES 2008 Annual Conference*.
41. \*Owens, J., \*Shrestha, S. & Chaparro, B. (2008) Eye-Tracking Patterns of Web Portal Browsing. *HFES 2008 Annual Conference*.
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55. Chaparro, B.S., \*Shaikh, A.D., Chaparro, A. (2006). The Legibility of ClearType Fonts. *Proceedings of the 50<sup>th</sup> Annual Meeting of the Human Factors and Ergonomics Society, San Francisco.*
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60. \*Shaikh, A.D. & Chaparro, B. (2005). The Effects of Line Length on Reading Performance of Online News Articles. *Proceedings of the 49<sup>th</sup> Annual Meeting of the Human Factors and Ergonomics Society, Orlando.*
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65. \*Shaikh, A.D. & Chaparro, B. (2004). A Survey of Online Reading Habits of Internet Users. *Proceedings of the 48<sup>th</sup> Annual Meeting of the Human Factors and Ergonomics Society*, New Orleans.

## **SUPERVISED DISSERTATIONS/THESES**

Chair/Co-Chair of the following dissertation/theses:

1. Smith, Erin (2018). Satisfaction with Leisure Reading in Older Adults with Low Vision, PhD
2. Wood, Robert (2017). Evaluation of the Whitlarkian Method of Consumer Decision Map Creation, PhD (Co\_Chair)
3. Smith, Dustin (2017). A Foundation for a Model of Subjective Value in Free-to-Play Games, PhD
4. Jardina, Jo (2016). Extending the Task-technology Fit Model to E-Textbook Usage for Students and Instructors, PhD
5. Phan, Mikki (2015). The Development and Validation of the Game user Experience Satisfaction Scale (GUESS), PhD
6. Teves, Jennifer (2015). Data Visualization that “Fits”: Designing Effective Dashboards for Healthcare Providers, Patients, and Family Caregivers to Patients with Diabetes , PhD
7. Smith, Amanda (2014). Smartphone Input Methods Performance, Satisfaction, Workload, and Preference with Younger and Older Novice Adults, PhD
8. Owens, Justin (2013). Getting the Gist of Websites: Exploring the Effects of Display Duration, Size, and Resolution, PhD (Co-Chair)
9. Shrestha, Sav (2012). The Effects of Search Engine Results Page Presentation Style on User Satisfaction and Eye Movements, PhD

10. Hinkle, Veronica (2012). Microsoft Product Reaction Cards: Identifying Cultural Differences from Hispanic Consumers ' Feedback, PhD
11. Gilmore, Candace (2012). Measuring Worker Expectations of Information Technology at the Organizational Level: Identifying how End-User Expectations Influence Productivity-Enhancing Behavior, PhD
12. Fox, Doug (2011). The Application of Choice Set Principals to Typeface Selection, PhD
13. Phelps, Mandy (2009). Classification trees as Alternatives to Regression, MA
14. Hart, Traci (2009). Acceptance and Adoption of Health Information Technology: An Assessment of Attitudes Toward Personal Health Records, PhD
15. Lenz, Kelsi (2008). The Effect of Input Device on First-Person Shooter Target Acquisition, MA
16. Shaikh, Dawn (2007). Psychology of Onscreen Type: Investigations Regarding Typeface Personality, Appropriateness and Impact on Document Perception, PhD
17. Hull, Spring (2007). Evaluation of Ergonomic Interventions for Bucking Bars in Aircraft Manufacturing, PhD
18. Naidu, Shiva (2007). Examining the Effect of Varying Types of Border Displays on Reaction Time, MA
19. Phillips, Christina (2007). The Influence of Aesthetics on Website User Perceptions, PhD
20. Baker, Ryan (2005). The Effects of Multiple Column Online Text on Reading Speed, Reading Comprehension and Satisfaction, PhD
21. Russell, Mark (2005). Investigating Contributions of Eye-Tracking To Website Usability Testing, PhD
22. Bayles, Michelle(2004) Effects of Screen Layout and Level of Feedback on Online Banking Performance, PhD
23. Brady, Laurie (2004). The Role of Interactivity on the Effectiveness of an Educational Science Website for Middle School Students, PhD
24. Rogers, Bonnie (2003). Development of the Internet Experience Scale: Investigating the Relationships between Cognitive, Affective and Conative Components of Internet Experience, PhD
25. Selvidge, Paula (2003). The Effects of End-User Attributes on Tolerance for World Wide Web Delays, PhD



26. Bernard, Michael (2002). Examining a Metric for Predicting the Accessibility of Information Within Hypertext Structures, PhD

## **USABILITY NEWS ([www.usabilitynews.org](http://www.usabilitynews.org))**

*Usability News* is international online newsletter highlighting research findings of the Software Usability Research Laboratory (SURL). *Usability News* is aimed at practitioners in the User Experience field. There are currently 170 published articles and updates are distributed to over 40,000 usability professionals, developers, managers, and researchers worldwide. The following are some of the articles I co-authored that have been cited the most (see [www.usabilitynews.org](http://www.usabilitynews.org) for more):

1. Bernard, M., Chaparro, B., & Thomasson, R. (2000). Finding information on the Web: Does the amount of whitespace really matter. *Usability News*, 2(1), 1.
2. Bernard, M., Lida, B., Riley, S., Hackler, T., & Janzen, K. (2002). A comparison of popular online fonts: Which size and type is best. *Usability news*, 4(1), 2002.
3. Bernard, M., Mills, M., Frank, T., & McKown, J. (2001). Which fonts do children prefer to read online. *Usability News*, 3(1), 2001.
4. Chaparro, B. S. (2001). Top ten mistakes of shopping cart design. *Internetworking*.
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9. Hart, T. A., & Chaparro, B. (2004). Evaluation of websites for older adults: how “senior-friendly” are they. *Usability News*, 6(1), 12.
10. Phillips, C., & Chaparro, B. (2009). Visual appeal vs. usability: which one influences user perceptions of a website more. *Usability news*, 11(2), 1-9.
11. Rogers, B. L., & Chaparro, B. (2003). Breadcrumb navigation: Further investigation of usage. *Usability News*, 5(2), 1-7.
12. Russell, M. C. (2005). Hotspots and hyperlinks: Using eye-tracking to supplement usability testing. *Usability News*, 7(2), 1-11.
13. Shaikh, A. D., Chaparro, B. S., & Fox, D. (2006). Perception of fonts: Perceived personality traits and uses. *Usability news*, 8(1), 1-6.

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15. Shaikh, A. D., Fox, D., & Chaparro, B. S. (2007). The effect of typeface on the perception of email. *Usability news*, 9(1), 1-7.

## **PROFESSIONAL MEMBERSHIPS**

Chair, Accreditation of the Human Factors & Ergonomics Society	2013 – present
Member, Human Factors & Ergonomics Society	1985 - present
ACM SigCHI	1998 – present
Usability Professionals Association	2007 – 2010
American Psychological Society	2007 – present
American Psychological Association	2007 – 2010
Southwestern Psychological Association	1985-90; 2008, 2015