

Don Norman, Donald A Norman

List of Publications by Year in descending order

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118
papers

17,241
citations

53794

45
h-index

36028

97
g-index

123
all docs

123
docs citations

123
times ranked

8157
citing authors

#	ARTICLE	IF	CITATIONS
1	On data-limited and resource-limited processes. <i>Cognitive Psychology</i> , 1975, 7, 44-64.	2.2	2,210
2	Attention to Action. , 1986, , 1-18.		1,923
3	Categorization of action slips.. <i>Psychological Review</i> , 1981, 88, 1-15.	3.8	1,521
4	Primary memory.. <i>Psychological Review</i> , 1965, 72, 89-104.	3.8	1,093
5	Representations in Distributed Cognitive Tasks. <i>Cognitive Science</i> , 1994, 18, 87-122.	1.7	755
6	The Psychology of Everyday Things. <i>American Journal of Psychology</i> , 1990, 103, 141.	0.3	686
7	Direct Manipulation Interfaces. <i>Human-Computer Interaction</i> , 1985, 1, 311-338.	4.4	621
8	Toward a theory of memory and attention.. <i>Psychological Review</i> , 1968, 75, 522-536.	3.8	593
9	A non-parametric analysis of recognition experiments. <i>Learning and Behavior</i> , 1964, 1, 125-126.	0.6	454
10	Simulating a Skilled Typist: A Study of Skilled Cognitive-Motor Performance. <i>Cognitive Science</i> , 1982, 6, 1-36.	1.7	435
11	Incremental and Radical Innovation: Design Research vs. Technology and Meaning Change. <i>Design Issues</i> , 2014, 30, 78-96.	0.4	414
12	Descriptions: An intermediate stage in memory retrieval. <i>Cognitive Psychology</i> , 1979, 11, 107-123.	2.2	361
13	Natural user interfaces are not natural. <i>Interactions</i> , 2010, 17, 6-10.	1.0	349
14	Learner-centered education. <i>Communications of the ACM</i> , 1996, 39, 24-27.	4.5	326
15	Design rules based on analyses of human error. <i>Communications of the ACM</i> , 1983, 26, 254-258.	4.5	307
16	Strength models and serial position in short-term recognition memory. <i>Journal of Mathematical Psychology</i> , 1966, 3, 316-347.	1.8	301
17	SOME PRINCIPLES OF MEMORY SCHEMATA. , 1975, , 131-149.		257
18	To ask a question, one must know enough to know what is not known. <i>Journal of Verbal Learning and Verbal Behavior</i> , 1979, 18, 357-364.	3.7	253

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19	GUS, a frame-driven dialog system. <i>Artificial Intelligence</i> , 1977, 8, 155-173.	5.8	251
20	Cognition in the Head and in the World: An Introduction to the Special Issue on Situated Action. <i>Cognitive Science</i> , 1993, 17, 1-6.	1.7	207
21	How might people interact with agents. <i>Communications of the ACM</i> , 1994, 37, 68-71.	4.5	200
22	A representational analysis of numeration systems. <i>Cognition</i> , 1995, 57, 271-295.	2.2	194
23	The challenges of partially automated driving. <i>Communications of the ACM</i> , 2016, 59, 70-77.	4.5	182
24	Strength theory of decision rules and latency in retrieval from short-term memory. <i>Journal of Mathematical Psychology</i> , 1969, 6, 192-208.	1.8	163
25	Twelve Issues for Cognitive Science. <i>Cognitive Science</i> , 1980, 4, 1-32.	1.7	162
26	Gestural interfaces. <i>Interactions</i> , 2010, 17, 46-49.	1.0	154
27	Memory While Shadowing. <i>The Quarterly Journal of Experimental Psychology</i> , 1969, 21, 85-93.	1.2	151
28	THE WAY I SEE ITSignifiers, not affordances. <i>Interactions</i> , 2008, 15, 18-19.	1.0	146
29	On the analysis of performance operating characteristics.. <i>Psychological Review</i> , 1976, 83, 508-510.	3.8	124
30	Why Alphabetic Keyboards Are Not Easy to Use: Keyboard Layout Doesn't Much Matter. <i>Human Factors</i> , 1982, 24, 509-519.	3.5	117
31	Affect and machine design: Lessons for the development of autonomous machines. <i>IBM Systems Journal</i> , 2003, 42, 38-44.	3.0	116
32	Acquisition and retention in short-term memory.. <i>Journal of Experimental Psychology</i> , 1966, 72, 369-381.	1.5	107
33	Introduction to This Special Section on Beauty, Goodness, and Usability. <i>Human-Computer Interaction</i> , 2004, 19, 311-318.	4.4	106
34	DesignX: Complex Sociotechnical Systems. <i>She Ji</i> , 2015, 1, 83-106.	1.0	106
35	Stages and levels in human-machine interaction. <i>International Journal of Man-Machine Studies</i> , 1984, 21, 365-375.	0.7	103
36	Short-term recognition memory for single digits and pairs of digits.. <i>Journal of Experimental Psychology</i> , 1965, 70, 479-489.	1.5	95

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37	Introduction: Models of Human Memory. , 1970, , 1-15.		93
38	New Technology and Human Error. American Journal of Psychology, 1989, 102, 113.	0.3	84
39	Affect and Proto-Affect in Effective Functioning. , 2005, , 173-202.		82
40	An efficient non-parametric analysis of recognition memory. Learning and Behavior, 1964, 1, 327-328.	0.6	81
41	Memory and Attention: An Introduction to Human Information Processing. American Journal of Psychology, 1994, 107, 597.	0.3	74
42	Twelve issues for cognitive science. Cognitive Science, 1981, 4, 1-32.	1.7	73
43	Vulnerable road users and the coming wave of automated vehicles: Expert perspectives. Transportation Research Interdisciplinary Perspectives, 2021, 9, 100293.	2.7	69
44	Short-term retention during a simultaneous detection task. Perception & Psychophysics, 1969, 5, 201-205.	2.3	61
45	Temporal confusions and limited capacity processors. Acta Psychologica, 1967, 27, 293-297.	1.5	60
46	Sensory thresholds, response biases, and the neural quantum theory. Journal of Mathematical Psychology, 1964, 1, 88-120.	1.8	58
47	A comparison of data obtained with different false-alarm rates.. Psychological Review, 1964, 71, 243-246.	3.8	55
48	THE WAY I SEE ITMemory is more important than actuality. Interactions, 2009, 16, 24-26.	1.0	53
49	A System for Perception and Memory. , 1970, , 19-64.		53
50	Representations in distributed cognitive tasks. Cognitive Science, 1994, 18, 87-122.	1.7	47
51	Approaches to the study of intelligence. Artificial Intelligence, 1991, 47, 327-346.	5.8	46
52	Technology first, needs last. Interactions, 2010, 17, 38-42.	1.0	45
53	Design principles for cognitive artifacts. Research in Engineering Design - Theory, Applications, and Concurrent Engineering, 1992, 4, 43-50.	2.1	42
54	THE WAY I SEE ITWhen security gets in the way. Interactions, 2009, 16, 60-63.	1.0	40

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55	Design, Business Models, and Human-Technology Teamwork. Research Technology Management, 2017, 60, 26-30.	0.8	37
56	Designing for Error. , 1995, , 686-697.		36
57	Stimulus and response interference in recognition-memory experiments.. Journal of Experimental Psychology, 1968, 78, 551-559.	1.5	33
58	The measure of interference in primary memory. Journal of Verbal Learning and Verbal Behavior, 1968, 7, 617-626.	3.7	27
59	THE WAY I SEE ITSystems thinking. Interactions, 2009, 16, 52-54.	1.0	27
60	The next UI breakthrough, part 2. Interactions, 2007, 14, 46-47.	1.0	25
61	Simulating a skilled typist: a study of skilled cognitive-motor performance. Cognitive Science, 1982, 6, 1-36.	1.7	24
62	The next UI breakthrough. Interactions, 2007, 14, 44-45.	1.0	20
63	Collaborative computing: collaboration first, computing second. Communications of the ACM, 1991, 34, 88-90.	4.5	19
64	The Psychology of Slips. , 1992, , 317-339.		19
65	The Human Side of Automation. Lecture Notes in Mobility, 2015, , 73-79.	0.2	19
66	Some Observations on Underwater Hearing. Journal of the Acoustical Society of America, 1971, 50, 544-548.	1.1	15
67	THE WAY I SEE ITWorkarounds and hacks. Interactions, 2008, 15, 47-48.	1.0	15
68	THE WAY I SEE ITSimplicity is not the answer. Interactions, 2008, 15, 45-46.	1.0	15
69	The LNR approach to human information processing. Cognition, 1981, 10, 235-240.	2.2	14
70	Cyborgs. Communications of the ACM, 2001, 44, 36-37.	4.5	13
71	The challenges of automation in the automobile. Ergonomics, 2019, 62, 512-513.	2.1	13
72	Sensory Thresholds and Response Bias. Journal of the Acoustical Society of America, 1963, 35, 1432-1441.	1.1	12

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73	What goes on in the mind of the learner. <i>New Directions for Teaching and Learning</i> , 1980, 1980, 37-49.	0.4	12
74	The humanization of computer interfaces. <i>Communications of the ACM</i> , 1983, 26, 252-253.	4.5	12
75	THE WAY I SEE ITThe transmedia design challenge. <i>Interactions</i> , 2010, 17, 12-15.	1.0	12
76	Comments on the information structure of memory. <i>Acta Psychologica</i> , 1970, 33, 293-303.	1.5	10
77	How to trust robots further than we can throw them. , 2004, , .		10
78	The computer in your briefcase. <i>Behavior Research Methods & Instrumentation</i> , 1973, 5, 83-87.	0.3	8
79	Worsening the Knowledge Gap.. <i>Annals of the New York Academy of Sciences</i> , 1984, 426, 220-233.	3.8	8
80	Designing Emotions Pieter Desmet. <i>Design Journal</i> , 2003, 6, 60-62.	0.8	8
81	Affordances: Commentary on the Special Issue of AI EDAM. <i>Artificial Intelligence for Engineering Design, Analysis and Manufacturing: AIEDAM</i> , 2015, 29, 235-238.	1.1	7
82	Language Evolution and Human-Computer Interaction. <i>DAIMI Report Series</i> , 1991, 20, .	0.1	7
83	Incorporating operational experience and design changes in availability forecasts. <i>Reliability Engineering and System Safety</i> , 1988, 20, 245-261.	8.9	6
84	Backing the right technical horse. <i>IEEE Spectrum</i> , 1999, 36, 57-61.	0.7	6
85	Design for Use. <i>Research Technology Management</i> , 2016, 59, 15-20.	0.8	6
86	An AC-Amplification System for Recording Eyeblinks and Other Movements. <i>American Journal of Psychology</i> , 1964, 77, 127.	0.3	5
87	THE WAY I SEE ITLooking back, looking forward. <i>Interactions</i> , 2010, 17, 61-63.	1.0	5
88	Yet another technology cusp. <i>Communications of the ACM</i> , 2012, 55, 30-32.	4.5	5
89	Learning from failure. , 2017, , .		5
90	Invariance of forgetting rate with number of repetitions in verbal short-term recognition memory. <i>Learning and Behavior</i> , 1971, 22, 363-364.	0.6	4

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91	Exploring, Defining, & Advancing Community-Driven Design for Social Impact. , 2019, , .		4
92	Navigating the Barriers to Interdisciplinary Design Education: Lessons Learned From the NSF Design Workshop Series. , 2010, , .		4
93	Stochastic Learning and a Quantal Model of Signal Detection. IEEE Transactions on Applications and Industry, 1964, 83, 292-296.	0.3	3
94	On Differences Between Research and Practice. Ergonomics in Design, 1995, 3, 35-36.	0.7	3
95	There's an automobile in HCI's future. Interactions, 2007, 14, 50-51.	1.0	3
96	THE WAY I SEE ITCompliance and tolerance. Interactions, 2009, 16, 61-65.	1.0	3
97	Correspondence: Incremental Radical Innovation. Design Issues, 2014, 30, 104-107.	0.4	3
98	Wireless device connection problems and design solutions. Chinese Journal of Mechanical Engineering (English Edition), 2016, 29, 1145-1155.	3.7	3
99	Beyond the computer industry. Communications of the ACM, 2002, 45, 120.	4.5	2
100	THE WAY I SEE ITFilling much-needed holes. Interactions, 2008, 15, 70-71.	1.0	2
101	39.1:Invited Paper: The Next Touch Evolution Advancing the Consumer Experience in Other Realms: Tasks and Tough Environments. Digest of Technical Papers SID International Symposium, 2013, 44, 541-543.	0.3	2
102	When Cognitive Psychology Was Young (As Seen from Middle Age): A Retrospective Review on the Occasion of a 25th Anniversary. American Journal of Psychology, 1997, 110, 635.	0.3	1
103	Gavriel Salvendy (Ed.): Handbook of human factors and ergonomics (3rd edn.). Universal Access in the Information Society, 2007, 5, 421-421.	3.0	1
104	THE WAY I SEE ITWaiting. Interactions, 2008, 15, 36-37.	1.0	1
105	THE WAY I SEE ITA fetish for numbers. Interactions, 2008, 15, 14-15.	1.0	1
106	Nancy Collier Waugh (1930-2002).. American Psychologist, 2004, 59, 45-45.	4.2	1
107	So what should information look like?. Behavioral and Brain Sciences, 1978, 1, 361-362.	0.7	0
108	Stop already, my mind is made up [P&W]. P&W. Behavioral and Brain Sciences, 1978, 1, 589-590.	0.7	0

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109	Fodor's solipsisms: don't look a gift horse in the mouth. Behavioral and Brain Sciences, 1980, 3, 90-90.	0.7	0
110	Levels of research. Behavioral and Brain Sciences, 1987, 10, 490-492.	0.7	0
111	Inside risks: using names as identifiers. Communications of the ACM, 1993, 36, 154.	4.5	0
112	Now You See It, Now You Don't. American Journal of Psychology, 2000, 113, 123.	0.3	0
113	THE WAY I SEE IT People are from earth, machines are from outer space. Interactions, 2009, 16, 39-41.	1.0	0
114	Defending Against Medical Error: Personal Reflections on the Legacy of John Senders. Human Factors, 2021, , 001872082110334.	3.5	0
115	System Safety. Science, 1991, 251, 1411-1411.	12.6	0
116	The future of the PC. NetWorker, 1998, 2, 16-17.	0.2	0
117	Project CROVITZ.. PsycCritiques, 1972, 17, 641-643.	0.0	0
118	Psycholexicology. PsycCritiques, 1977, 22, 545-547.	0.0	0