

# Marilyn Hughes Blackmon, PhD, ICS Affiliate

## Preferred Email

[blackmon@colorado.edu](mailto:blackmon@colorado.edu)

## URLs leading to more information

CV for Marilyn Hughes Blackmon, PhD

Marilyn Hughes Blackmon, Google Scholar Profile,

<https://scholar.google.com/citations?user=icYBIEMAAAAJ&hl=en>

Marilyn Hughes Blackmon, ResearchGate Profile,

<https://www.researchgate.net/profile/Marilyn-Blackmon>

ORCID Profile, public view: <https://orcid.org/0000-0003-4228-6505/print>

Professional memberships, all continuous from 1999 to 2021:

- Association of Psychological Science, <https://www.psychologicalscience.org>
- Association for Computing Machinery (ACM), <https://www.acm.org>
- ACM Special Interest Group on Computer Human Interaction (SIG-CHI), <https://www.acm.org/special-interest-groups/sigs/sigchi> and annual CHI conferences,

Blackmon (2012) presented the culminating version of the Cognitive Walkthrough for the Web (CWW or AutoCWW) and reported two new experiments with a large dataset of 428 experimental tasks completed by 82 participants. I analyzed the data using a four-variable stepwise multiple regression model, explaining a commendable 57% of the variance for the four independent variables,  $F(4,419) = 142.183$ ,  $p < 0.0001$ , adjusted  $R^2 = 0.57$ . Equally significant, the competing headings variable entered first in the stepwise regression (the variable with the biggest F to remove) accounted for 44% of the variance in the dependent variable, time participants took to find the correct webpage for each of 32 search goals attempted during the experiment. Whenever a participant failed to find the correct page to successfully complete the search task, the time expired at 130 seconds and that data point was scored as 130. The logfiles proved that participants persistently clicked links nested under headings very high in semantic similarity to the goal, confirming a primary hypothesis. Whenever the