



AIS SIGHCI Newsletter

Association for Information Systems
Special Interest Group on Human-Computer Interaction

Volume 10 Issue 1

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New Chair's Remarks – Dr. Dianne Cyr

Dear SIGHCI members:

It is with pleasure that I accept my responsibilities as incoming chair of AIS SIGHCI. I have been involved with the SIGHCI for many years, and have watched the dedication and enthusiasm demonstrated by officers and the advisory board, as well as the many active members attached to the SIG. I am privileged to work with many of you in the upcoming year to continue current initiatives and to begin new ones.



The success of the SIGHCI results from the involvement of many. In particular, I would like to extend sincere appreciation to outgoing Chair, Dezhi Wu, who has guided me during the past year. Dezhi has been instrumental (along with webmaster Jenny Zhang) in the development of our new SIGHCI website. The website is a repository of archived information and a source of HCI resources. Please consult the new website frequently for updates on SIGHCI initiatives at (<http://sighci.org/>).

The SIGHCI continues to attract new members and to have considerable international outreach. SIGHCI is a participant in ICIS, AMCIS, ECIS, HCII, HICSS, PACIS, and organizes the Pre-ICIS HCI/MIS Workshop. Through these and other activities we have become the most active and largest AIS SIG in membership and visibility. It is SIGHCI members who sustain an active presence at various IS conferences through service as chairs, reviewers, and active participants. To all those who are involved in promoting and administering activities related to the SIGHCI, your service is sincerely appreciated.

In the coming year, expanding the SIGHCI membership will continue to be a goal, along with attracting and recognizing sponsors. I look forward to working with Soussan Djamasbi who is the Chair-Elect on these and other initiatives. If you have suggestions regarding current or future SIGHCI activities, please contact me (cyr@sfu.ca) or any of the other officers. If you are not already a member of the SIGHCI, then please join this dynamic and growing group. If you are already a member, then please take this opportunity to renew your membership.

On behalf of all the SIGHCI officers, we thank you for your support, enthusiasm and excellence in HCI research, teaching and other associated activities.

Best Wishes,
Dianne Cyr
AIS SIGHCI Chair



AIS SIGHCI One-Year Report: 7/2010 - 6/2011

Dezhi Wu, SIGHCI Chair (2010-2011)
with the assistance of SIGHCI advisors and officers

July 1, 2011

<http://www.sighci.org/>

SIGHCI is the Special Interest Group on Human-Computer Interaction affiliated with the Association for Information Systems (AIS). The SIG was approved by the AIS council in Spring 2001 and was one of the first six SIGs announced on ISWorld in July 2001.

1. MISSION & TOPICS

SIGHCI provides a forum for AIS members to discuss, develop, and promote a range of issues related to the history, reference disciplines, theories, practice, methodologies and techniques, new developments, and applications of the interaction between humans, information, technologies, and tasks, especially in the business, managerial, organizational, social, and cultural contexts.

SIGHCI's mission is twofold:

- To facilitate the exchange, development, communication, and dissemination of information among AIS members;
- To promote research related to human-computer interaction within business, managerial, and organizational contexts among AIS members and to the larger community of practitioners and scholars.

To fulfill our mission, SIGHCI is involved in several conferences and workshops. In the past year, SIGHCI has organized HCI tracks or minitracks at AMCIS, ECIS, HCII, HICSS, ICIS, and PACIS, and has sponsored the Pre-ICIS Workshop on HCI in MIS.

2. OFFICERS, GOVERNANCE, AND BYLAWS

The officers serving from July 2010 to June 2011 were as follows:

Advisory Board

Izak Benbasat, University of British Columbia
Jane Carey, Arizona State University West
Dennis Galletta, University of Pittsburgh
Fiona Fui-Hoon Nah, Univ. of Nebraska-Lincoln
Joe Valacich, Washington State University
Jane Webster, Queen's University
Ping Zhang, Syracuse University
Scott McCoy, College of William and Mary
Traci Hess, University of Massachusetts, Amherst
Weiyin Hong, University of Nevada – Las Vegas
Eleanor Loiacono, Worcester Polytechnic University

Chair

Dezhi Wu, Southern Utah University

Past Chair

Khawaja A. Saeed, Wichita State University

Chair-Elect

Dianne Cyr, Simon Fraser University

Secretary and Treasurer

Na "Lina" Li, Baker College

Vice Chair for Membership

Soussan Djamzabi, Worcester Polytechnic Institute

Vice Chair for Research Resources

Dongmin Kim, University of New Brunswick in Saint John

Vice Chair for Sponsorship

Hong Sheng, Missouri University of Science and Technology

Vice Chair for Teaching Resources

Sharon Tan Swee Lin, National University of Singapore

Newsletter Editor

Greg Moody, University of Pittsburg

Conf. Planning Chair: pre-ICIS HCI Workshop 2010

Dezhi Wu, Southern Utah University

Horst Treiblmaier, Vienna University of E & BA

Track Chairs: ICIS 2010

Keng Siau, University of Nebraska-Lincoln

Gove Allen, Brigham Young University

Conf. Planning Chairs: PACIS 2011

Susanna Ho, Australian National University

Fiona Nah, University of Nebraska-Lincoln

Conf. Planning Chair: AMCIS 2011

Paul Benjamin Lowry, Brigham Young University

Andrew Burton Jones, University of British Columbia

Conf. Planning Chair: ECIS 2011

Netta Iivari, University of Oulu

Fiona Nah, University of Nebraska-Lincoln

Conf. Planning Chairs for HICSS 2011

Joe Valacich, Washington State University

John Wells, Washington State University

Ryan T. Wright, University of San Francisco

Webmaster

Yi "Jenny" Zhang, California State University, Fullerton

Listserv Manager

Ping Zhang, Syracuse University

3. ACTIVITIES & ACCOMPLISHMENTS

Due to the high level of interest and support from enthusiastic SIG members and the hard work of the organizing team, SIGHCI continues to be one of the largest and most active AIS SIGs. In this limited space, we report the activities and accomplishments over the past year (July 2010 to June 2011).

3.1. Identity and Community Building

In keeping with its mission, SIGHCI continues to advance the goal of building a community of scholars who share common interests and who can appreciate and help develop each other's work. Our membership roster has over 257 members of which 161 have a current membership with SIGHCI. The SIG continues to work with AIS on integrating SIG membership renewal with general conference registrations and AIS membership renewals. This integration should result in a greater number of current (paid) members.



AIS SIGHCI One-Year Report: 7/2010 - 6/2011

The membership has a global impact representing over 30 countries and six continents. SIGHCI listserv is also open to non-members and has 618 subscribers (as of June 30th 2011) from across the world.

In an effort to further support our members and the HCI community, all SIGHCI workshop papers from 2003 on are available through the AIS eLibrary at: <http://aisel.aisnet.org/sighci/>.

3.2. Communications and Outreach

In the past year, we have continued to promote the awareness of SIGHCI, to extend the identity and reputation of SIGHCI, and to promote dialogs with the MIS community and other related external parties. These activities were carried out using four levels of communications (see prior year reports for additional details): SIG-wide communication, promotion of HCI in the MIS community, dialog with other HCI associations, and connections with industry.

3.3. SIGHCI Sponsored Conferences/Meetings

SIGHCI has sponsored and organized the annual Pre-ICIS Workshop on HCI Research in MIS since 2002. SIGHCI also participates in the following conferences: HCI track at AMCIS (Americas Conference on Information Systems) since 2002, HCI track at ECIS (European Conference on Information Systems) in 2006 and 2007 (no tracks after 2007), paper sessions at HCII (HCI International Conference) since 2005, HCI minitrack at HICSS (Hawaiian International Conference on System Sciences) beginning in 2007, HCI track at ICIS (International Conference on Information Systems) since 2004, and HCI track at PACIS (Pacific-Asia Conference on Information Systems) since 2005. Table 1 summarizes these conferences/meetings.

Table 1. Summary of Meetings	
Pre-ICIS 2010, St. Louis, Missouri	
Format	Workshop (1 day)
Chairs	Wu, Treiblmaier
Program Chairs	Chuan, Fang, Johnson
Local Committee	Everard, Djasmasbi, Durcikova
Advisors	Benbasat, Galletta, Lyytinen, Kozar, McCoy, Nah, Valacich, Zhang, Carey, Hess
PC/reviewers	26
Accepted	12 papers, 12 posters
Acceptance Rate	34%
Participants	64
Special events	best paper, reviewer, & special service awards, and panel discussion
Pre-ICIS 2011, Shanghai, China (in planning)	
Format	Workshop (1 day)
Chairs	Cyr, Wu
Program Chairs	Cenfetelli, Durcikova, Johnson
Local Committee	Phang
Advisors	Benbasat, Galletta, Lyytinen, Kozar, McCoy, Nah, Valacich, Zhang, Carey, Hess
PC/reviewers	TBA
Accepted	TBA

AMCIS 2010, Lima, Peru	
Format	Track with 6 minitracks
Chairs	Wu, Sheng, Li, Poston
Accepted	23 papers, 2 posters
Acceptance Rate	62%
Special events	Business meeting
AMCIS 2011, Detroit, MI	
Format	Track with 7 minitracks
Chairs	Lowry, Jones
Accepted	28 papers and 12 posters
Acceptance Rate	59%
Special events	Business meeting
HICSS 2011, Koloa, Kauai, Hawaii	
Format	Minitrack
Chairs	Valacich, Wells, Wright
Accepted	9 papers
Acceptance Rate	56%
HICSS 2012, Koloa, Kauai, Hawaii (in planning)	
Format	Minitrack
Chairs	Valacich, Wells, Wright
Accepted	TBA
Acceptance Rate	TBA
PACIS 2011, Brisbane, Australia	
Format	Track
Chairs	Ho, Nah
Accepted	6 papers and 3 posters
Acceptance Rate	30%
PACIS 2012, Vietnam (in planning)	
Format	Track
Chairs	TBA
Accepted Papers	TBA
Acceptance Rate	TBA
ICIS 2010, Saint Louis, Missouri	
Format	Track
Chairs	Siau, Allen
Accepted	10
Acceptance Rate	31%
ICIS 2011, Shanghai, China (in Planning)	
Format	Track
Chairs	Teo, Chan
Accepted	TBA
Acceptance Rate	TBA
ECIS 2011, Helsinki, Finland	
Format	Track
Chairs	Iivari, Nah
Accepted	17 papers & 2 posters
Acceptance rate	38%

AIS SIGHCI One-Year Report: 7/2010 - 6/2011

3.4 AIS Transactions on Human-Computer Interaction

AIS Transactions on Human-Computer Interaction (THCI) in an AIS Journal managed by SIGHCI and offers a high quality publication outlet for researcher interested in HCI. The first issue of THCI was published in March 2009. We would encourage the SIGHCI members to contribute towards the progress of THCI by sending their best work to the Journal (visit the THCI website at: <http://aisel.aisnet.org/thci/>). We would like to extend special thanks to Ping Zhang and Dennis Galletta (Editors of THCI) for their efforts in initiating and managing THCI. Table 2 provides an update on THCI from July, 2010 to June, 2011.

Total number of issues	10
Total number of submissions	99
Total number of acceptances (including editorials)	29 (5 editorials)
Acceptance rate	24.24%
Average time: submission to first decision	71 days
Average time: submission to final acceptance	141 days

3.5. Special Issues of Refereed Academic Journals

We are continuing the tradition of fast-tracking best, completed research papers presented at SIGHCI sponsored meetings to top IS and HCI academic journals. The authors of the best, completed research papers are invited to submit expanded versions of their papers for consideration in various MIS / HCI journals. Table 3 shows the list of journals in which manuscripts have been or are currently being fast tracked.

Journal	Based on	Editors	Status
IJHCI	HCI 2007	Nah, Fang, Hess, Hong	2009
DATA BASE	AMCIS & PACIS 2007	Germonprez, Hess, Kacmar, Lee	2008
JAIS	Pre-ICIS 2007, ICIS 2007, HICSS 2008	Benbasat, Venkatesh	2009
THCI	Pre-ICIS 2008, ICIS 2008, HICSS 2009	Galletta	2009
JAIS	Pre-ICIS 2008, ICIS 2008, HICSS 2009	Srinivasan	In progress
THCI	Pre-ICIS 2009, ICIS 2009, HICSS 2010	Galletta, Zhang	In progress
JAIS	Pre-ICIS 2009, ICIS 2009, HICSS 2010	Srinivasan	In progress
THCI	Pre-ICIS 2010, ICIS 2010, HICSS 2011	Galletta, Zhang	In progress

3.6. SIGHCI Annual Election

In February 2011, Weiyin Hong and Traci Hess were appointed as the nominating/election committee by SIGHCI Past-Chair, Khawaja Saeed, to help administer the annual election for the position of SIG Chair-Elect. Soussan Djasmasbi was nominated, and the election was completed on April 1, 2011. Soussan Djasmasbi was elected as the next Chair-Elect, effective July 1, 2011, with Dianne Cyr becoming the Chair on this same date.

4. SERVICES TO MEMBERS & COMMUNITIES

SIGHCI provides a range of services to its members (visit the SIGHCI website, <http://sighci.org/>, for more information about these services). The website has information about every aspect of SIGHCI, including the mission, bylaws, membership, listserv, conferences, newsletters, photo gallery, HCI related journals, research resources, teaching resources, and SIGHCI officers and contacts. This year, we initiated a project to improve the website. The project involved review of websites maintained by other AIS SIGs, discussion on appropriate design and features, and feedback on initial design by SIGHCI officers. We have completed the initial design of the new website. We are planning to launch the new website sometime next year. In order to provide greater access to research materials to our members and the SIGHCI community, all SIGHCI workshop papers from 2003 onwards are now available through the AIS eLibrary at: <http://aisel.aisnet.org/sighci>.

5. FINANCIAL MATTERS

AIS maintains the accounting records for SIGHCI. The income and expenses for the fiscal year are listed in Table 4. Over the last eight years, SIGHCI has earned a surplus of \$19,265.53. Due to tight budgets at universities, sponsorship for the SIGHCI workshop went down by 37% which was the main reason for the decrease in surplus. Some steps that we took to control costs were to reduce the number of printed newsletters and printing a reduced version of the SIGHCI workshop proceeding. We also took some steps to increase our membership income by encouraging members to renew their membership.

Surplus from year 8		\$16,606.60
Income		\$13,990.00
Membership	1,310.00	
Workshop registration.	7,930.00	
Sponsorship	4,750.00	
Expenses		\$11,331.07
Newsletters	2,437.67	
Workshop cost / AMCIS	8,773.40	
Website Host	120.00	
Balance		\$19,265.53

6. LOOKING FORWARD

It has been nine years since the inception of SIGHCI and during this time, many people have contributed to the growth, development, and success of SIGHCI. We would like to thank everyone who has contributed to SIGHCI in various ways. SIGHCI has made significant progress through the support of its advisors and sponsors, officers' creative and diligent work, members' keen interest and participation, the AIS office's cooperation and assistance, journal editors' strong beliefs in supporting our work and HCI research in MIS, many individuals' reviewing efforts and services, and those who contributed to SIGHCI in various other capacities.

SIGHCI has developed as an excellent intellectual forum for scholars with a broad interest in human-computer interaction. I am confident that under the leadership of Dianne Cyr and Soussan Djasmasbi, SIGHCI will continue to flourish and provide even better services to its members.



Review: 9th Annual Pre-ICIS Workshop on HCI Research in MIS

St. Louis, Missouri, December 12, 2010

By Workshop Co-Chairs

Dezhi Wu, Southern Utah University, (wu@suu.edu)

Horst Treiblmaier, Vienna University of Business Administration and Economics (horst.treiblmaier@wu.ac.at)

The ninth Annual Workshop on HCI Research in MIS showcased high quality HCI research and attracted a large number of participants. Over 60 people participated in the one-day workshop, held in St. Louis, Missouri on Dec. 12, 2010. The workshop attracted 35 submissions, which included 18 completed research papers, 12 research-in-progress papers and 5 posters. After a rigorous review process, 12 papers were accepted for presentation at the workshop, a 34% acceptance rate. The workshop also included 12 poster presentations.

The workshop included an exciting and stimulating panel discussion on “The Potential of Neuroscience for Human-Computer Interaction Research” organized by René Riedl (University of Linz, Austria), Adriane B. Randolph (Kennesaw State University, USA), Jan vom Brocke (University of Liechtenstein, Liechtenstein), Pierre-Majorique Léger (HEC Montréal, Canada) and Angelika Dimoka (Temple University, USA). The panel discussion focused on investigating the potential of neuroscience for information systems research and how the application of neuroscientific approaches is also expected to significantly contribute to advancements in human-computer interaction (HCI) research.

The program committee, which consisted of 62 experts in HCI/MIS, made outstanding contributions to the success of the workshop by providing high quality feedback on the submissions. The paper sessions covered a range of interesting HCI topics including user and media, trust and security, IT environment, and users and interactivity. Extensions of selected papers from the workshop will be invited to participate in a fast-tracking opportunity with the AIS Transactions on Human Computer Interaction (THCI) and Journal of the Association for Information Systems (JAIS).



Workshop Co-Chairs, Horst Treiblmaier and Dezhi Wu



Shamel Addas receives the Best Paper Award from Izak Benbasat



Panel Discussion with René Riedl, Jan vom Brocke, Adriane B. Randolph, Pierre-Majorique Léger and Angelika Dimoka

Review: 9th Annual Pre-ICIS Workshop on HCI Research in MIS



This year's best paper award winner was determined through a rigorous review process. Of the 12 accepted submissions, four papers were selected as best paper candidates based on overall review scores, best paper nominations, and input from each of the Program Co-Chairs. Best reviewer candidates were then asked to independently rank the four best paper candidates. The best paper award went to "An Information Technology Interruptions in Project Environments: A Taxonomy and Preliminary Performance Investigation" by Shamel Addas and Alain Pinsonneault.



The best reviewer award was determined by the Program Co-Chairs based on the following criteria: thoroughness of the reviews, helpfulness of the suggestions and feedback, clarity and organization of reviews, timeliness in returning the reviews. The best reviewer award went to Miguel Aguire-Urreta.

Khawaja Saeed received the outstanding service award for his efforts with SIGHCI. He has served in the following positions: Chair (2009 - 2010) of AIS Special Interest Group on Human-Computer Interaction and Workshop Co-Chair (2009) for the Pre-ICIS Workshop on HCI Research in MIS. Ping Zhang received the Special Service Award for her long-term dedicated service and support to the SIGHCI.



We would like to thank the following individuals and organizations who greatly contributed to the success of the workshop:

- Kalle Lyytinen, editor-in-chief of the Journal of the Association for Information Systems (JAIS), and Ping Zhang and Dennis Galletta, editors-in-chief of AIS Transactions on Human Computer Interaction (THCI) provided their support by fast-tracking select papers from the workshop.
- The program co-chairs Hock Chuan, Xiaowen Fang and Richard Johnson who greatly managed the review process.
- The 62 program committee members played an important role in shaping the content of the workshop and greatly aided the advancement of HCI research in Information systems by providing high quality feedback on the submissions.
- The local arrangement committee members, Soussan Djamasbi, Andrea Everard, and Alexandra Durcikova, managed the student volunteers, and on-site logistics for the workshop.
- The AIS headquarters office handled the registration for the workshop, workshop reimbursements, and provided timely information on registrations. Special thanks go to Pete Tinsley, Tenez Quarles, and Lise Fitzpatrick, and Litika Coleman.
- And, finally, the participants who demonstrated their confidence and support for the workshop and SIGHCI, and their tremendous interest and enthusiasm in HCI research in MIS.



Review: HCI Track at ICIS 2010

Human-Computer Interaction Track At the International Conference on Information Systems (ICIS) 2010

St. Louis, Missouri, December 12-15, 2010

Track Co-Chairs

Keng Siau, University of Nebraska-Lincoln, ksiau@unl.edu
Gove Allen, Brigham Young University, gove@byu.edu

The ICIS'2010 Human-Computer Interaction track was held in Hyatt Regency St. Louis at The Arch, St. Louis, Missouri, December 12-15, 2010. The ICIS'2010 HCI track attracted many high quality submissions. For Research Papers, ICIS'2010 HCI track accepted 10 research papers. For Research-in-Progress papers, 3 HCI papers were accepted. HCI research papers were presented in four sessions and all sessions were very well attended



Picture is from <http://explorestlouis.com/>

Review: HCI Mini-Track at HICSS-44

Human-Computer Interaction: Informing Design Utilizing Behavioral, Neurophysiological, and Design Science Methods Mini Track

At the Hawaii International Conference on System Sciences (HICSS-44)

Grand Wailea, Maui, Hawaii, January 4-7, 2011

Mini-track Co-chairs

Joe Valacich, University of Arizona jv@wsu.edu
Ryan Wright, University of San Francisco rwright3@usfca.edu
Angelika Dimoka, Temple University, dimoka@temple.edu

The 6th Annual SIGHCI-sponsored HICSS mini-track was held January 4-7, 2011 in Kauai at the Grant Hyatt Kauai Resort. The mini-track had 9 papers accepted for presentation at the conference (56% acceptance rate). These 9 papers were split across three sessions, which were very well-attended. Further, the following paper received a best paper nomination in the Collaboration track:

- *An Explanatory Model of Collaborative Online Travel Planning by Millennials*, by Kamis and Frankt

Many thanks to both the authors and reviewers who helped make the HICSS HCI mini-track a success!



Pictures from <http://www.hicss.hawaii.edu/org.html>

Review: HCI Track at PACIS'11

Human-Computer Interaction Track At the Pacific Asia Conference on Information Systems (PACIS) 2011

Brisbane, Australia, July 7-11, 2011

Track Co-Chairs:

Fiona Nah, University of Nebraska-Lincoln, USA
Susanna Ho, Australian National University, Australia

The HCI track had 19 submissions. Six full papers and three posters were accepted.

Current Activities Sponsored by AIS SIGHCI

Track on Human-Computer Interaction Studies in IS At the 17th Americas Conference on Information Systems (AMCIS) 2011

Detroit, Michigan, August 12-15, 2011

Track Co-Chairs

Paul Benjamin Lowry, Brigham Young University, paul.lowry.phd@gmail.com
Andrew Burton Jones, University of British Columbia, andrew.burton-jones@sauder.ubc.ca

The HCI track is (co)sponsoring 7 minitracks at AMCIS'09. Below are the minitracks and their (co)chairs. For more information about the HCI track at AMCIS'10, please visit <http://www.amcis2011.aisnet.org>

- | | | |
|---|---|---|
| 1. <i>Trust in Information Systems</i>
Sherrie Komiak, Fiona Nah, Jack Jiang
& Tom Stafford | 3. <i>Negative Cognitions About IS</i>
Monideepa Tarafdar & Gregory Rose | 6. <i>Design, Evaluation, and
Implications of Social Networking
Applications</i>
Jinwei Cao & Hong Sheng |
| 2. <i>Interface Design, Evaluation and
Impact</i>
Younghwa Lee, Na Li & Anna McNab | 4. <i>Design Considerations for IT Security and
Privacy Management</i>
Heng Xu | 7. <i>Personalization Technologies and
Impacts</i>
Il Im, Hong Sheng & Dezhi Wu |
| | 5. <i>New Venues for Computer-Mediated
Communication (CMC)</i>
Shu Schiller, Mauricio Featherman & Yi
Zhang | |

Future Activities Sponsored by AIS SIGHCI

Human Computer Interaction Mini-track At the Hawaii International Conference on System Sciences (HICSS-45, 2012)

Maui, Hawaii, January 4-7, 2012

Minitrack Co-Chairs

Joe Valacich, Washington State University, jsv@wsu.edu
Angelika Dimoka, Temple University, angelika@temple.edu
Ryan Wright, University of San Francisco, ryantwright@gmail.com

For more details, please visit the HICSS-45 website at
http://www.hicss.hawaii.edu/hicss_45/45cl.htm - CL9.



Pictures from HICSS website

Future Activities Sponsored by AIS SIGHCI



The 10th Annual Pre-ICIS Workshop on HCI Research in MIS

Sunday, December 4, 2011 (Pre-ICIS) in Shanghai, China

Workshop Co-Chairs:

Dianne Cyr, Simon Fraser University, cyr@sfu.ca

Dezhi Wu, Southern Utah University, wu@suu.edu

Submissions due: August 21, 2011

Acceptance notification: September 25, 2011

Extended abstracts due for proceedings: October 9, 2011

For call for papers and more details, please visit <http://sighci.org/>



Human-Computer Interaction Track At The International Conference on Information Systems (ICIS) 2011

Shanghai, China, December 4-7, 2011

Track Co-Chairs:

Hock Hai Teo

National University of Singapore, teohh@comp.nus.edu.sg

Hock Chuan Chan

National University of Singapore, <mailto:chanhc@comp.nus.edu.sg>

For more details, please visit the ICIS'11 website at

<http://icis2011.aisnet.org/track10.htm>

All pictures on this page are from ICIS'11 website at <http://icis2011.aisnet.org>

Announcement: Forthcoming HCI Article in MIS Quarterly

The following paper has been accepted in MIS Quarterly:

Nah, F.F., Eschenbrenner, B. and DeWester, D. "Enhancing Brand Equity Through Flow and Telepresence: A Comparison of 2D and 3D Virtual Worlds" forthcoming in the September 2011 issue of MIS Quarterly.

Abstract

This research uses theories of flow, telepresence, positive emotions, and brand equity to examine the effect of using two-dimensional versus three-dimensional virtual world environments on telepresence, enjoyment, brand equity, and behavioral intention. The findings suggest that the 3D virtual world environment produces both positive and negative effects on brand equity when compared to the 2D environment. The positive effect of the 3D virtual world environment on brand equity occurs through telepresence, a specific aspect of flow, as well as enjoyment. The negative effect on brand equity can be explained using distraction-conflict theory in which attentional conflicts faced by users of a highly interactive and rich medium resulted in distractions from attending to the brand. Brand equity, in turn, has a positive effect on behavioral intention. The results suggest that although the 3D virtual world environment has the potential to increase brand equity by offering an immersive and enjoyable virtual product experience, the rich environment can also be a distraction. Therefore, developers of virtual world branding sites need to take into account limitations in the information processing capacity and attention span of users when designing their sites in order to avoid cognitive overload, which can lead to users being distracted from branding information. This paper not only provides a theoretical foundation for explaining users' experience with 2D versus 3D virtual world branding sites but also provides insights to practitioners for designing 3D virtual world sites to enhance brand equity and intentions through user engagement.

Call for Participation: Pre-ICIS Workshop on HCI Research

The 10th Annual Pre-ICIS Workshop on HCI Research in MIS

Sponsored by SIGHCI

4 December, 2011—Shanghai, China

<http://sighci.org/index.php?page=pre-icis2011&phpMyAdmin=622c4d141843t506dba2f>

Workshop Co-chairs:

Dianne Cyr, cyr@sfu.ca — Dezhi Wu, wu@suu.edu

Important Dates:

- Submissions Due: August 21, 2011
- Acceptance Notification: September 25, 2011
- Extended Abstracts Due for Proceedings: October 9, 2011
- Workshop: December 4, 2011

Building upon past successes of the pre-ICIS HCI/MIS workshops as well as the tremendous interest in broad HCI issues exhibited by MIS colleagues, the AIS SIGHCI will hold its ninth annual pre-ICIS HCI/MIS research workshop prior to ICIS 2011 in Shanghai, China on Sunday, December 4, 2011.

Workshop Objective:

The objective of the workshop is to provide an open and constructive discussion forum of important HCI research in Information Systems that addresses the ways humans interact with information, technologies, and tasks - especially in business, managerial, organizational, social and/or cultural contexts. HCI in MIS is concerned with the macro level (versus the micro level) of Human-Computer Interaction analysis.

Special Theme Papers of JAIS and THCI:

The best, complete completed research papers from the workshop will be fast-tracked for publication consideration in the Journal of the Association for Information Systems (JAIS) - <http://aisel.aisnet.org/jais/> and AIS Transaction on Human Computer Interaction (THCI) - <http://aisel.aisnet.org/thci/>

Submission:

The workshop will be accepting high quality research papers (completed research or research-in-progress papers) and posters that describe novel, early, and creative research ideas. The submissions should not be currently under review elsewhere and the papers/posters should have not appeared elsewhere.

Maximum length: Completed research papers, research-in-progress papers, and posters must not exceed 14, 7, and 3 single-spaced pages, respectively. The page limit includes all text, figures, and tables, but does not include the cover page, abstract, keywords, and references.

File Formats: Only Word file formats will be accepted. All submissions must be formatted for 8.5 x 11 inch paper (1 inch = 2.5 cm) and have 1 inch margins all around. Please use Times New Roman 12-point font with single spacing for the body of the paper. The first page of the manuscript should have a title, the type of the submission (complete research, research in progress, or poster), total word count of the submission, an abstract of 150 words or less, and a list of 5-6 keywords.

Submissions will undergo a double-blind review process. Authors should agree to provide timely reviews of at most two other submissions, if requested. Manuscripts should be in MS Word format and be submitted as email attachments to the workshop program co-chairs (see below) with the subject heading "HCI/MIS workshop submission." Authors can use the body of the email as the cover letter for the submission and should ensure that their identities do not appear in any part of the manuscript.

Call for Items: AIS SIGHCI Newsletter Volume 10, Issue 2

You are invited to offer items to the coming issue of AIS SIGHCI newsletter (Volume 10, Issue 2), to be published in November 2011. All items will be editorial reviewed. If you are interested, please send your pieces to the newsletter editor Greg Moody (gmoody@katz.pitt.edu) by October 15, 2011. Possible topics include, but are not limited to, the following:

1. Short essay/opinion/research study (800 – 1700 words)
2. HCI book review (800 – 1700 words). Please feel free to contact the editor beforehand if you intend to review a book or if you wish your own book to be reviewed.
3. Teaching HCI (up to 1700 words): teaching ideas or cases, sample syllabus, etc.
4. Industry voice (800 – 1700 words). We welcome HCI related essays from industry professionals.
5. Brief introduction of HCI research tools (up to 300 words).
6. Brief introduction of interesting HCI journals and/or special issues, including citation information, brief description, table of content (for special issues), etc.
7. CFP for HCI related journals or conferences.
8. News about SIGHCI members (up to 300 words for each item): honors and awards, professional activities, new appointments, interesting projects, new books or publications, etc.
9. Any other announcements (up to 300 words for each item).

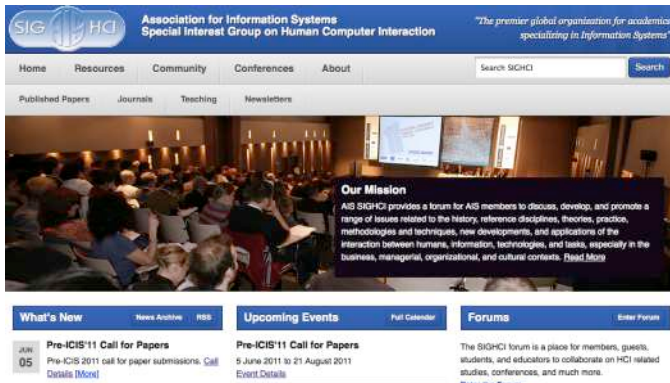
To view previous newsletter issues, please visit <http://sighci.org/index.php?page=newsletters>

Announcement: New SIGHCI Website

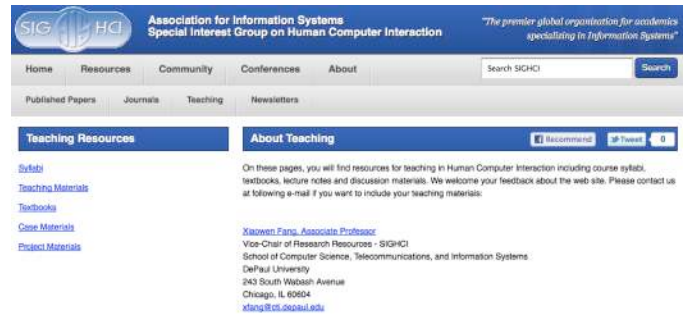
Dear SIGHCI members,

Greetings! Hope things are well with you. I am very pleased to announce that our new SIGHCI website (<http://sighci.org/>) has been launched!!! Based on your great feedback, the new website prototype has been updated and tested. Thanks so much to all of you who have contributed and participated in this project!! Without your dedicated support, this project would not have been possible. We hope this new website will better serve for our members.

Please let us know if you have any other comments for further improvement.



New Homepage



New Teaching Resources page

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SIGHCI would like to express its sincere appreciation to the following sponsor. The many past and future SIGHCI activities would not be possible without its generous support.



- College of Information Science and Technology, Drexel University



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Save the Dates

SIGHCI-Sponsored Activities & Events

AMCIS' 11 – HCI Track, Detroit, Michigan	12-15 Aug, 2011
Submissions due-SIGHCI Pre- ICIS Workshop, St. Louis, Missouri	21 Aug, 2011
SIGHCI Pre-ICIS Workshop, Shanghai, China	4 Dec, 2011
ICIS' 11 – HCI Track, Shanghai, China	4-7 Dec, 2011
HICSS' 12 – HCI minitracks, Maui, HI	4-7 Jan, 2012
ECIS' 12 – HCI Track, Barcelona, Spain	10-13 June, 2012
PACIS' 12 – HCI Track, Vietnam	July, 2012
AMCIS' 12 – HCI Track, Seattle, Washington	Aug, 2012
SIGHCI Pre-ICIS Workshop, Orlando, Florida	Dec, 2012
ICIS' 12 – HCI Track, Orlando, Florida	Dec, 2012

SIGHCI website: <http://sighci.org/>

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