



# AIS SIGHCI Newsletter

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

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## HCI Track in ICIS 2016

**ICIS HCI Track**  
**Dublin, Ireland, December 2016**

**11-14 December, 2016**

### Program Co-chairs:

Fiona Fui-Hoon Nah, Missouri University of Science and Technology, USA  
[na hf@mst.edu](mailto:na hf@mst.edu)

Chuan-Hoo Tan, City University of Hong Kong, China,  
[ch.tan@cityu.edu.hk](mailto:ch.tan@cityu.edu.hk)

Mikael Wiberg, Umea University Sweden, [mwiberg@informatik.umu.se](mailto:mwiberg@informatik.umu.se)

Please come and hear the latest HCI-based research at the various mini-track sessions within the HCI track.

For more information check HCI at ICIS website

<http://icis2016.aisnet.org/human-computer-interaction/>

## Pre-ICIS HCI/MIS Workshop 2016

**15<sup>th</sup> Pre-ICIS Annual Workshop on HCI Research in MIS**  
**Dublin, Ireland, December 2016**

**Sunday December 11<sup>th</sup>, 2016**

### Workshop Co-Chairs:

Zhenhui (Jack) Jiang, National University of Singapore [jiang@comp.nus.edu.sg](mailto:jiang@comp.nus.edu.sg)

Miguel Aguirre-Urreta, Texas Tech University [miguel.aguirre-urreta@ttu.edu](mailto:miguel.aguirre-urreta@ttu.edu)

"This year's workshop includes 9 paper presentations and 10 poster presentations. The program this year also includes a panel discussion on "HCI in MIS: Emerging Research Opportunities and Challenges" led by Dennis Galletta, Shirley Gregor, Hock Hai Teo, and Bo Xiao."

Our workshop program co-chairs, Greg Moody, Monideepa Tarafdar and Jeff Jenkins have provided exemplary service in their handling of the paper and poster submissions and the program committee.

Please see the SIGHCI website for more details.

<http://sighci.org/index.php?page=pre-icis2016&phpMyAdmin=622c4d141843t506dba2f>



## Review: HCI Mini-Track at AMCIS 2016

### Human-Computer Interaction Track At the American Conference on Information Systems (AMCIS) 2016

San Diego, California, August 11-14, 2016

#### Track Co-Chairs

Miguel Aguirre-Urreta, Texas Tech University, [miguel.aguirre-urreta@ttu.edu](mailto:miguel.aguirre-urreta@ttu.edu)

Greg Moody, University of Nevada, Las Vegas, [gregory.moody@unlv.edu](mailto:gregory.moody@unlv.edu)

Dezhi Wu, Southern Utah University, [dezhi.wu@gmail.com](mailto:dezhi.wu@gmail.com)

The AMCIS 2016 HCI Track attracted a number of high quality submissions in the areas of Games, Gamification and Big Data Analytics, Information Systems, Food Industry and Consumer Behavior, Interface Design, Evaluation and Impact, and Understanding and Fostering Trust in Information Systems. Altogether, the track received 14 Completed Research submissions and 9 submissions for the Emerging Research Forum (ERF). Of these, 9 and 6, respectively, were accepted (a 65% acceptance rate).



## Review: HCI Track at PACIS 2016

### Human-Computer Interaction Track at PACIS 2016

Chiayi, Taiwan, June 27 – July 1 2016

#### Mini-track Co-chairs

Susanna Ho, Australian National University, [susanna.ho@anu.edu.au](mailto:susanna.ho@anu.edu.au)

Choon Ling Sia, City University of Hong Kong, [iscl@cityu.edu.hk](mailto:iscl@cityu.edu.hk)

Kevin Kuan, The University of Sydney [Kevin.kuan@sydney.edu](mailto:Kevin.kuan@sydney.edu)

The HCI Track at PACIS 2016 received 41 submissions, of which the track accepted 20 manuscripts as completed research or research-in-progress papers. One was accepted as a poster paper. The overall acceptance rate was 51%.



Pictures from <http://www.pacis2016.org/>

# Future Activities Sponsored by AIS SIGHCI

## Human Computer Interaction Mini-track At the Hawaii International Conference on System Sciences (HICSS-50, 2017)

Hilton Waikoloa Village, Hawaii, January 4-7, 2017

### Minitrack Co-Chairs:

Christoph Schneider, City University of Hong Kong, [christoph.schneider@cityu.edu.hk](mailto:christoph.schneider@cityu.edu.hk)

Joe Valacich, University of Arizona, [valacich@arizona.edu](mailto:valacich@arizona.edu)

Angelika Dimoka, Temple University, [angelika@temple.edu](mailto:angelika@temple.edu)

For more details, please visit the HICSS-50 website at <http://hicss.hawaii.edu/>



*Picture from HICSS website*

## International Conference on HCI in Business (HCIB) Affiliated with HCII 2017, Toronto, Canada 9 – 14 July 2017 in Vancouver, Canada

### Conference Co-Chairs:

Fiona Fui-Hoon Nah, Missouri University of Science and Technology, [na hf@mst.edu](mailto:na hf@mst.edu)

Chuan-Hoo Tan, City University of Hong Kong, [ch.tan@cityu.edu.hk](mailto:ch.tan@cityu.edu.hk)

**Paper submissions due:** November 4, 2016

**Acceptance notification:** December 5, 2016

**Deadline for Camera-ready Receipt:** February 10, 2017

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



All pictures are from HCI International'16 website at <http://2016.hci.international/accommodation>

# Call for Papers: Human-Computer Interaction Track at AMCIS 2017

## Human-Computer Interaction Track at AMCIS 2017

### Track Chairs

Miguel I. Aguirre-Urreta, Texas Tech University (miguel.aguirre-urreta@ttu.edu)

Greg Moody, University of Nevada – Las Vegas (gregory.moody@unlv.edu)

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

### Track Description

The AMCIS 2017 HCI Track will provide a forum for AIS members to present, discuss and explore a wide range of issues related to Human-Computer Interaction and Information Systems. Human Computer Interaction (HCI) is an interdisciplinary area that has attracted researchers, educators, and practitioners from several disciplines. It essentially deals with the design, evaluation, adoption, and use of information technology, with a common focus on improved user performance and experience. New and exciting research opportunities are emerging, including issues and challenges concerning people's interactions with various information technologies that can be examined from an organizational, managerial, psychological, social, or cultural perspective. This track welcomes papers that aim at advancing our understanding of human

of research method. This year, 'best-of-track' papers will be offered the option of fast-track submission to *AIS Transactions on Human-Computer Interaction (THCI)*. THCI is a high-quality peer-reviewed international scholarly journal on Human-Computer Interaction. It is published by AIS and sponsored by SIGHCI.

### Important Dates

09-January-2017 Manuscript submissions begin

01-March-2017 Manuscript submissions due **1:00 PM EST (13:00)** – Completed Research and ERF (Emergent Research Forum) submissions

17-April-2017 Notification of initial decision on Completed Research and ERFs

25-April-2017 Camera ready submissions due on Completed Research and ERFs

28-April-2017 Notification of decision on revised camera-ready Completed Research and ERFs

### Mini-Track 1: Cognitive and Affective HCI

Understanding the cognitive and affective processes in system use can lead to innovative systems. This mini-track aims to provide a forum for research on detection, integration, design, impact, visualization, privacy, and usage of cognition and affect in information systems. Cognition and affect can be detected and integrated into information systems by capturing information from eye tracking, EEG, video cameras, microphones, and other human interaction sensors. Potential topics include, but are not limited to the following: Affective or cognitive state detection; Classification or prediction; Visualization; Barriers to effective user experience; Social and political impact case studies; Credibility assessment; Platforms, tools, and technologies; Better HCI methods and models, Innovative HCI opportunities, Mobile factors, and Dynamic HCI affordances.

Nathan W. Twyman, Missouri University of Science and Technology (nathantwyman@mst.edu)

Aaron C. Elkins, San Diego State University (aelkins@mail.sdsu.edu)

Jeffrey Gainer Proudfoot, Bentley University (jproudfoot@bentley.edu)

Justin Giboney, University at Albany (jgiboney@albany.edu)

### Mini-Track 2: Interface Design, Evaluation and Impact

This mini-track is an outlet for human-computer interaction (HCI) papers that research interface design, evaluation, and impact. It supports a wide-ranging set of research topics, methods, and perspectives in the HCI area. Possible topics include user interface design and evaluation for B2B, B2C, C2C e-commerce, m-commerce, and social media sites, business software including ERP, Internet of Things, big data dashboard, and healthcare, virtual worlds and games. User task analysis, usability testing, the analysis of the impacts of interfaces on the attitudes, behaviors, performance, or productivity of individuals, organizations, and society are also the topics of this mini-track. Authors are encouraged to investigate new issues related to and apply new approaches of considering HCI in light of emerging technologies and technology trends. A number of papers have been published at the premier IS journals in the past. Excellent conference submissions have been considered for fast-track options at journals publishing HCI research.

Younghwa "Gabe" Lee, Miami University (gabelee@miamioh.edu)

Andrew N. K. Chen, University of Kansas (andrewchen@ku.edu)

Anna L. McNab, Niagara University (amcnab@niagara.edu)

# Call for Paper: Human Computer Interaction Track at AMCIS 2017

## Mini-Track 3: IS, Food Industry and Consumer Behavior

This mini-track examines the nature and implications of use of IT in food industry. With growing concerns for food safety, service quality and information sharing in food industry, the impact of information systems and human-computer interaction in the context is receiving great attention. The fact that food industry is related to health issues as well as regular consumption satisfaction makes distinctive phenomena such as organic food purchase, consumers' willingness to pay price premium, intensive information search, etc. This mini-track aims to extend our understanding of IS in food industry, human-computer interaction, and consumer behavior to enhance the theoretical foundation for research, offer guidance to practitioners and share important empirical findings with consumers. This mini-track welcomes conceptual and empirical research papers investigating this emerging phenomena using various theories and methodologies.

Chul Woo Yoo, Florida Atlantic University ([yooc@fau.edu](mailto:yooc@fau.edu))

Jahyun Goo, Florida Atlantic University ([jgoo@fau.edu](mailto:jgoo@fau.edu))

C. Derrick Huang, Florida Atlantic University ([dhuang@fau.edu](mailto:dhuang@fau.edu))

Ravi S. Behara, Florida Atlantic University ([rbehara@fau.edu](mailto:rbehara@fau.edu))

## Mini-Track 4: Understanding and Fostering Trust in Information Systems

The mini-track will provide a forum for AIS members to present, discuss and explore a wide range of issues related to all aspects of trust and distrust in information systems. It welcomes papers that aim at advancing our understanding of conceptualizations of trust in information systems at various levels (e.g., individual, group, organizational, societal) and from various perspectives (e.g., cultural, design, ethical). Papers that enhance discovery and identification of the moderating role of context and task on trust and IT relationships are also welcome. Evolutions of trust research that consider perspectives of risk and privacy issues are particularly relevant. We welcome not only empirical research papers but also conceptual, analytical and theoretical papers that could impact our understanding pertaining to the above concepts in one or more ways – theoretical, managerial, and social.

Gaurav Bansal, University of Wisconsin – Green Bay ([bansalg@uwgb.edu](mailto:bansalg@uwgb.edu))

Sherrie Yi X. Komiak, Memorial University of Newfoundland ([skomiak@mun.ca](mailto:skomiak@mun.ca))

Fiona Fui-Hoon Nah, Missouri University of Science and Technology ([na hf@mst.edu](mailto:na hf@mst.edu))

# Call for Papers: AIS Transactions on Human-Computer Interaction

## CALL FOR PAPERS

THCI is a high-quality, peer-reviewed, international scholarly journal on Human-Computer Interaction. All of our prior issues are available without cost on the AIS E-Library at <http://aisel.aisnet.org/thci/> while it continues to be an open publishing journal. THCI is sponsored by the AIS Special Interest Group on Human-Computer Interaction (SIGHCI, <http://sigs.aisnet.org/SIGHCI/>).

As an AIS journal, THCI is oriented to the Information Systems community, emphasizing applications in business, managerial, organizational, social and cultural contexts. However, it is open to all related communities that share intellectual interests in HCI phenomena and issues. The mission is to enhance and communicate knowledge about the interplay among humans, information, technologies, and tasks in order to guide the development and use of human-centered Information and Communication Technologies (ICT) and services for individuals, groups, organizations, and communities.

The audience includes international scholars and practitioners who conduct research on related issues. Authors of submissions are from all three AIS World Regions. The overall acceptance rate is 35.1% (since the journal's inception in 2009). The average reviewing time from initial submission to the first decision is 72.4 days. The average number of rounds before acceptance has been 1.6.

THCI welcomes ideas for special issues. Please contact any of the Editors for further information and guidance in proposing a special issue and serving as its Senior Editor:

- Editors-in-Chief Paul Benjamin Lowry ([Paul.lowry.phd@gmail.com](mailto:Paul.lowry.phd@gmail.com)) and Dennis Galletta ([galletta@katz.pitt.edu](mailto:galletta@katz.pitt.edu)).
- Managing Editor Greg Moody ([gregory.moody@unlv.edu](mailto:gregory.moody@unlv.edu)).

Topics of interest to THCI include but are not limited to the following:

- The behavioral, cognitive, motivational, and affective aspects of human and technology interaction
- User task analysis and modeling; fit between representations and task types
- Digital documents/genres; human information seeking and web navigation behaviors; human information interaction; information visualization
- Social media; social computing; virtual communities
- Behavioral information security and information assurance; privacy and trust in human technology interaction
- User interface design and evaluation for various applications in business, managerial, organizational, educational, social, cultural, non-work, and other domains
- Integrated and/or innovative approaches, guidelines, and standards or metrics for human centered analysis, design, construction, evaluation, and use of interactive devices and information systems
- Information systems usability engineering; universal usability
- The impact of interfaces/information technology on people's attitude, behavior, performance, perception, and productivity
- Implications and consequences of technological change on individuals, groups, society, and socio-technical units
- Software learning and training issues such as perceptual, cognitive, and motivational aspects
- Gender and information technology
- The elderly, the young, and special needs populations for new applications, modalities, and multimedia interaction
- Issues in HCI education

# How Do Software Users Read Software Installation Agreements? An Eye-Tracking Experiment

Pei-Hsuan Hsieh, and Po-I Hsu

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Institute of Information Management,  
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## Introduction

As the number of computer users has increased, so has the demand for the use of application software, although, as noted above, users often seek to do so illegally [1]. Since 2003, Taiwan has been the only country in Asia with increased piracy rates, and according to estimates, such behaviors cause approximately 52.2 billion USD commercial value in losses to the software industry each year, on a global basis [2]. Moreover, college students are the largest group using the Internet, and also the group with the most potential for infringing software copyright [3]. From the infringement point of view, around 60% of people surveyed said they would not refuse to use pirated software, noting that it is very easy to obtain, mostly through mutual exchanges among relatives and friends, and it can also be downloaded from Internet [4]. The software most computer users download from the Internet is application-related software [5], which allows users to complete tasks using different software functionalities, such as word processing software, graphics and video software, and web browsing software. Another survey found that the top three most downloaded application software included that for music (41.2%), video (40.6%), and games (35.8%), and these are also the types of software that users are most willing to pay for [5]. Such software is subject to intellectual property rights, and protected by copyright. However, the problem of software piracy exists in the globe and among Taiwanese computer users, and especially college students.

Prior studies indicated that college students usually offer reasonable excuses for using pirated software, and feel that their behavior does not have any significant negative effects [6, 7]. In fact, before installing any software, users are required to read legal disclaimers. In the United States, software piracy carried out for profit or commercial purposes is subject to criminal liability [1]. Also, not only unauthorized uploads, but also the provision of software to others to download from another computer is also a copyright violation [8]. Taiwan's government has passed laws to control unauthorized software copying. Section 85 of the Copyright Law, on moral rights violations, makes users responsible for any damage caused due to piracy, not only with regard to non-pecuniary damage, but also with the aim of achieving rapid victim compensation. Software users are required to carefully read the license agreements and the related statutes before downloading software, thereby reducing subsequent legal problems that could be caused by neglecting this information. Moreover, users can better understand their rights related to using software if they read such agreements. However, even though users know that the copyrighted application software can only be downloaded after having been purchased, many users prefer not to pay anything, and thus engage in software piracy. The purpose of this study is thus to explore application software users' reading behavior before installing software. It is expected to find an effective way to present copyright content on the software installation interface (i.e., InstallShield), so that software users' reading behavior can be enhanced before they start to download software.

## Methodologies

In this study, the eye-tracking device, EyeLink II, was employed to carry out a randomly-displayed three-scenario experiment, with the aid of experimental design experts to establish the validity of the all experimental materials and study procedures. Different experimental scenarios were designed to determine which one best increases participants' intention to read the related software agreements. Three experimental scenarios, i.e., general/control, keyword (Fig.1), and force-read modes (Fig.2), randomly appeared on the computer screen for the participants to view. Each scenario consisted of ten pictures developed for the purposes of this study that were based on various software installation agreement display interfaces found on the Internet. The AOI (area of interest) was drawn on each picture to make it easier to target these areas, thus achieving this study's purpose (Fig.3). The font style in all scenarios was controlled as MingLiU. Chinese text was also determined to be appropriate for this study, since this meant that the participants could use their native language in the experiment. According to the literature, no differences in eye-movement modes had been found when participants were given Chinese or English texts to read [9, 11].

A pilot study was first conducted with eight undergraduate volunteers who were asked to read the agreements by viewing a computer screen to determine the average time duration required to read one page of agreements, and five participants were invited to participate in order to determine the location of eye fixation related to one or more areas of the display interface of the experimental materials in each scenario for the purpose of the eye-tracking experiment.

In the formal experiment, 30 voluntary participants were recruited. Before and after the experiment, a computer-based pre- and a post-test related to the cognition of intellectual property was separately given to the participants who enter their answers by directly watching the computer screen. Each test contained the same 20 questions validated by the experimental experts. All eye-tracking data retrieved from the AOI included total fixation time (TFT) and fixation count (FC). The VA data viewer was used to gather and then analyze the data. Data for the initial fixation point was also collected in order to determine the first position that the users paid attention to in every experimental picture.

# How Do Software Users Read Software Installation Agreements? An Eye-Tracking Experiment

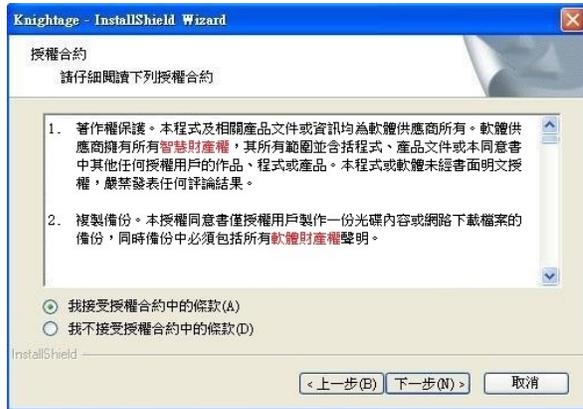


Figure 1. Keyword mode – an example picture

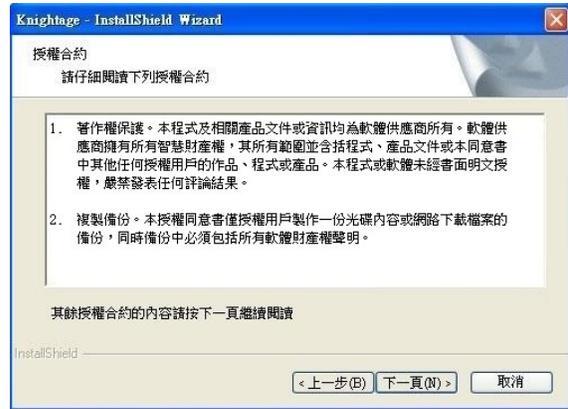


Figure 2. Force-read mode – an example picture

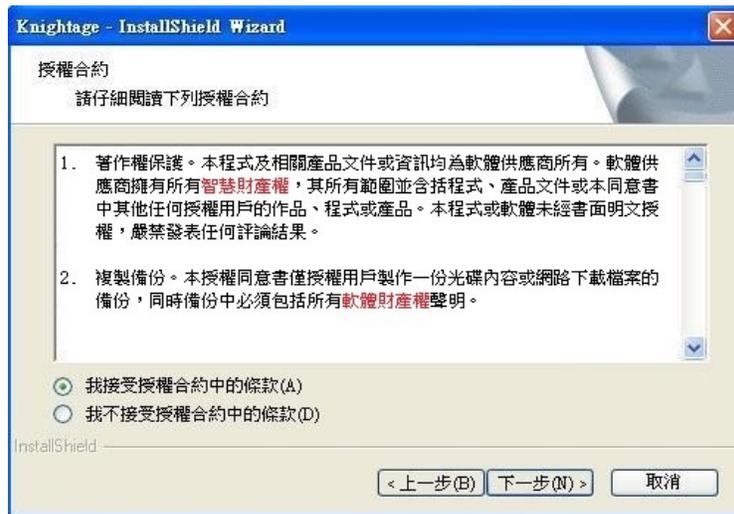


Figure 3. Analysis of AOI - an example in one picture

## Results

This study excluded two participants due to technical problems in eye-tracking and incomplete measures, and thus the data analysis includes 28 valid results. All participants were aged between 21 and 25, except two at the age ranging from 26-30. In the pre- and post-cognition tests, it was found that the participants on average correctly answered more questions in keyword mode than other two modes after the experiment (general: 3.4; keyword: 4.4; force-read: 2.4).

The AOI results for the remind title, total contents, I accept button, and next button indicated that only the TFT for the remind title and total content were significant (Table 1). A comparative analysis was then done to further compare the TFT and FC for the key content in the three scenarios each including ten pictures, in order to learn more about the users' reading behaviors as well as to understand the level of attention users gave to the key content. Comparisons of the results with regard to the key content in all scenarios including all thirty pictures indicated that in the keyword mode the users had the greatest fixation duration and fixation count.

The results also indicate that most users started reading from the top left (87.5% in general mode and 63.9% in force-read modes). Differently, 63.9% of users in the keyword mode first noted some of the keywords. The keyword mode attracts user attention effectively, and thus changes their original reading mode, causing users to note the key sections.

# How Do Software Users Read Software Installation Agreements? An Eye-Tracking Experiment

AOI	Index	p-value	Significant
Remind Title	TFT	0.317	No
	FC	<b>0.007</b>	<b>Yes</b>
Total contents	TFT	0.645	No
	FC	<b>0.000</b>	<b>Yes</b>
I accept	TFT	0.667	No
	FC	0.108	No
Next	TFT	0.725	No
	FC	0.378	No

## Discussions and Conclusions

This study shows that in the keyword mode users' attention could be diverted to the key content, thus changing their reading habits. Because the directional gaze of the eye represents user attention in a specific direction [11], the results of the eye-tracking analysis reflect the impact of the keyword mode quite clearly. This study can also lead to a better understanding of user of reading habits, and how changing the color of the text and the design of a layout can impact these. Prior studies found that, compared to black and white text, the use of color attracts more attention [12]. According to the results of the eye-tracking experiment, this study verified that the red text color can enhance user attention and also increase focus on the key content of the agreement by increasing total fixation duration and fixation count. Moreover, this study shows that even though college students did not want to read the agreement, by changing the design layout they developed different feelings about the agreement, and thus changed their reading behaviors.

Recently, there have been many software vendors who have tried to change the presentation of software agreements, like setting a fixed time that users need to wait before able to download the software, as it is hoped that this will encourage users to read the contents of the agreement. This study suggested that software vendors highlight those parts of the agreement that users tend to violate, by using color to attract their attention. This would reduce the possibility that users would violate software copyright, and thus reduce piracy.

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## Call for Items: AIS SIGHCI Newsletter Volume 16, Issue 1

You are invited to offer items to the coming issue of AIS SIGHCI newsletter (Volume 16, Issue 1), to be published in July 2017. All items will be editorial reviewed. If you are interested, please send your pieces to the newsletter editors Mina Shojaei Zadeh ([minashojaei@wpi.edu](mailto:minashojaei@wpi.edu)) and Upasna Bhandari ([upasna.bhandari@u.nus.edu](mailto:upasna.bhandari@u.nus.edu)) by June 15, 2015. 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>

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### Past Chair

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## Save the Dates

SIGHCI-Sponsored Activities & Events	
SIGHCI Pre-ICIS Workshop, Dublin, Ireland	11 Dec, 2016
ICIS'16 – HCI Track, Dublin, Ireland	11-14 Dec, 2016
HICSS'17 – HCI Mini-Tracks, Hilton Waikoloa Village, HI	4-7 Jan, 2017
PACIS'17 – HCI Track, Langkawi, Malaysia	16-20 July, 2017
AMCIS'17 – HCI Track, Boston, MA	10-12 Aug, 2017
SIGHCI website: <a href="http://sighci.org/">http://sighci.org/</a>	

