



AIS SIGHCI Newsletter

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

Volume 8 Issue 2

November 2009

Inside

AMCIS 2009 Review	1
Highlights of SIGHCI Meeting	1
ICIS 2009 Activities	2
Future Activities	3-4
SIGHCI Annual Meeting	4
HCI Book Review	5
HCI Tool Announcement	6
Call for Newsletter Items	6
Journal Special Issues	7
SIGHCI Dues Reminder	7
SIGHCI Sponsors	7
SIGHCI Advisory Board	8
SIGHCI Officers	8
Save the Dates	8

Review: AMCIS 2009 HCI Track

San Francisco, California, August, 2009

By Peter Tarasewich (ptarasewich@suffolk.edu)

SIGHCI sponsored the HCI track at AMCIS 2009, which was held in San Francisco, California this past summer. The track consisted of six mini-tracks in the areas of hedonic IT, HCI and competitive advantage, computer-mediated communication, perspectives on trust in IT, personalization technologies and impacts, and interface design and evaluation.

Of 34 total submissions, 21 were accepted for presentation during seven regular sessions (62% acceptance rate), and 5 were accepted as posters (posters were new to AMCIS this year).

The HCI sessions were well attended and its papers were well received. Many thanks to all the authors, reviewers, mini-track chairs, session chairs, and conference attendees for making the HCI track so successful.

SIGHCI will also sponsor the upcoming HCI track at AMCIS 2010 in Lima, Peru. Please visit the AMCIS 2010 website for more details: <http://amcis2010.org>

Highlights of SIGHCI Meeting at AMCIS 2009

- Khawaja A. Saeed, Chair of the SIGHCI presented the update to the members on past and future SIGHCI activities
- Options for streamlining the review process for pre-ICIS workshop on HCI Research in MIS were discussed
- The procedure for allocating ISBN numbers to the pre-ICIS workshop on HCI Research in MIS proceedings was discussed and finalized
- Ideas on how to increase membership and sponsorship were discussed

Please refer to the previous issue of the newsletter for the annual update of SIGHCI, which was also reviewed at this meeting.
http://sigs.aisnet.org/sighci/newsletters/v8n1_0804.pdf



ICIS 2009 - Activities Sponsored by AIS SIGHCI



Workshop Co-Chairs:
Khawaja A. Saeed
Wichita State University,
Khawaja.Saeed@wichita.edu

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



The 8th Annual Pre-ICIS Workshop on HCI Research in MIS

WORKSHOP INFORMATION:

SIGHCI will host the 8th pre-ICIS workshop on HCI in MIS on Monday, December 14, 2009 in Phoenix, Arizona. 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.

The 8th Annual Pre-ICIS Workshop on HCI Research in MIS received 36 submissions (27 completed research papers and 9 research-in-progress papers) from which 12 papers (33% acceptance rate) were accepted after a rigorous review process. Following the success of the poster session in the previous workshop, the current program features 11 posters.

REGISTRATION:

Regular Registration Deadline: December 1, 2009
Late and Onsite Registration: December 2 – 14, 2009

To register please visit:

<https://m360.aisnet.org/frontend/event/registration/login.aspx?EventId=10248>

The workshop registration fee includes: Continental breakfast, coffee breaks, lunch, and reception.

PANEL DISCUSSION:

We are excited to have Dr. Izak Benbasat and Dr. Kalle Lyytinen conduct a panel on "Future Directions in HCI Research that Matter". The panel discussion will focus on identifying future directions and domains in which HCI research offers exciting opportunities. We look forward to an existing and interactive session.

To preview the program schedule and for additional information please visit:
http://www.linknet1.com/sighci/icis09_wksp/

Human-Computer Interaction Track International Conference on Information Systems (ICIS) 2009

Phoenix, Arizona, December 15-18, 2009

Track Co-Chairs:

Paul Hu
University of Utah, actph@business.utah.edu

Chih-Ping Wei
National Tsing Hua University, Taiwan, cpwei@mx.nthu.edu.tw

For more details, please visit the ICIS'09 website at <http://www.icis09.org/>

All pictures on this page are from ICIS'09 website at <http://www.icis2009.org/>

Future Activities Sponsored by AIS SIGHCI

Human Computer Interaction Mini-track At the Hawaii International Conference on System Sciences (HICSS-43, 2010)

Kauai, Hawaii, January 5-8, 2010

Minitrack Co-Chairs

Joe Valacich, Washington State University, jsv@wsu.edu
John Wells, Washington State University, wellsjd@wsu.edu
Ryan Wright, University of San Francisco, ryantwright@gmail.com

For more details, please visit the HICSS-43 website at
http://www.hicss.hawaii.edu/hicss_43/minitracks/cl-hci.htm.



Pictures from HICSS website

Fifth International Workshop on Model Driven Development of Advanced User Interfaces Bridging between User Experience and UI Engineering <http://www.lero.ie/mddaui2010/>

Organized at
28th ACM Conference on Human Factors in Computing Systems (CHI 2010)
Saturday, April 10th or Sunday, 11th, 2010
Atlanta, Georgia, USA

Theme

In the history of software development, the abstraction level on which software is described has been increasing all the time. The latest trend is to specify software using (platform-independent) models, which are then gradually and (semi-) automatically transformed into executable applications for different platforms and target devices. The goal of this workshop is to discuss the use of (semi-) formal models in user interface development. What is the right way of creative design and interaction design working with user interface models? Can models help in coping with innovative interaction techniques?

The workshop will be a platform for discussing the modeling of advanced user interfaces, such as interfaces supporting complex interactions, visualizations, multimedia representations, multimodality, adaptability or customization. It will contribute to a better integration of knowledge from the Human-Computer Interaction community and the Software Engineering community. We are striving for development methods, which support the model-driven development of user interfaces with great user experience and optimal usability. Which kinds of models are required to achieve this goal? How can different kinds of models be flexibly combined? How can individual and informal design skills be integrated into the process? Can (and shall) we integrate the tools designers are accustomed to use nowadays? Is it possible to do user-centered design based on models?

The workshop takes one full day during the CHI 2010 conference. The workshop will consist of short presentations by all workshop participants followed by in-depth group discussions on selected topics. The results of this group work will be presented and discussed in a closing plenary session.

Please submit all questions and inquiries to Jan Van den Bergh (jan.vandenbergh@uhasselt.be)

Topics of Interest

We solicit papers addressing one or more of these issues:

- Tools supporting model-driven development of advanced user interfaces.
- Models related to one or more HCI aspects that relate to the user experience of the modeled application.
- Project experience on user interface development using a model-driven development approach.
- The combination of models and informal design knowledge in a model-driven development process.
- A well-reasoned proposal for a (partial) answer to one of the questions in the theme description

Submission

Papers must not exceed 4 pages in SIGCHI Conference Proceedings Format and address one or more of the above topics. Submissions with in-depth discussion of one topic are preferred above submissions with a broader topic. Usage of an illustrative example is encouraged. Both academic position papers and industrial experience papers are solicited.

Members of the program committee will review all submitted papers. All accepted papers will be published electronically as CEUR proceedings.

Important Dates

Paper submission deadline: Dec 20, 2009
Notification of acceptance: Jan 19, 2010
Final paper: February 28, 2010
Distribution of final papers: March, 5, 2010

Future Activities Sponsored by AIS SIGHCI

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

Saint 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

Track Description

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. In recent years, the area has developed at a fast pace with the increasingly pervasive use of information technologies and is becoming a critical research stream in information systems. In particular, the importance of usability, which is a key aspect of HCI, has been significantly heightened by the prevalence of Internet, e-Commerce, and m-commerce applications. Recently, the field has experienced a noticeable transformation in practice and research towards dealing with broader aspects of the interaction, such as virtualization, designing for emotions, and broadening user experiences.

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 complete and research-in-progress papers that aim at advancing our understanding of human-computer interaction at an individual, work group, organization, or society level. Papers may use any type of research methods.

For more details, please visit the ICIS 2010 website at <http://icis2010.aisnet.org/track8.htm>



Examples of topics include, but are not limited to:

- New HCI techniques and technologies
- Personalization and adaptive interfaces
- Website design and evaluation
- Interface designs on new platforms such as mobile and ubiquitous technologies
- Usability engineering and measurement
- Aesthetic and affective computing
- Interface design methodologies
- Design implications of online user behaviors
- Design implications of diversity in users, technologies, and environments including but not limited to the elderly, the young, and special needs populations
- Human-centeredness and user-centeredness in technology development and use
- Psychological and social aspects of human interaction with technology
- Virtual world and 3-D web
- Behavioral, cognitive, motivational, and affective aspects of human/technology interaction
- User task analysis and modeling; fit between navigation scheme and task types
- Digital documents/genres and human information seeking behavior
- User interface design and evaluations for emerging application areas such as M-commerce, electronic collaboration and negotiation systems, pervasive computing, and virtual worlds
- Development and applications of multi-dimensional information visualizations
- Usability engineering; metrics and methods for user interface assessment and evaluation
- Usability studies for end-user computing in work or non-work environment, especially in the Internet era
- Impact of interfaces/information technology on attitudes, behavior, performance, perception, learning, and productivity

Picture from ICIS'10 website

Announcement: AIS SIGHCI Business Meeting

SIGHCI will be holding its annual business meeting (executive committee meeting) at ICIS'09 in Phoenix, Arizona on Monday, December 14, 2009, from 6:15 pm. - 7:30 pm. SIGHCI members and all interested parties are welcome to attend. The meeting will be held in Grand Saguaro Ballroom East.

Book Review: Designing the User Interface

Designing the User Interface: Strategies for Effective Human-Computer Interaction, Fifth Edition

Authors: Ben Shneiderman and Catherine Plaisant, with Contributing Authors Maxine S. Cohen and Steven M. Jacobs.

Reviewed by: Aaron Marcus, Editor-in-Chief, *User Experience*

Reprinted with permission from User Experience, 8(3), 2009. © Usability Professionals' Association

Reviewing Ben Shneiderman's and Catherine Plaisant's most recent version of Prof. Shneiderman's classic text about designing user-interfaces is a daunting, but rewarding challenge. Usually, it takes about three times to get anything complex right. I have in my library at least two or three versions of the book now. I have given away earlier versions to staff and students to assist their own careers. In comparison to the Second Edition (1992), which I am checking in relation to the most recent version, the latest incarnation uses many more color photos, much more visual enhancement of chapters, summary tables of contents in addition to the longer, completed table of contents, and other techniques of modern book design to convey a contemporary feel. The book also comes with a pre-paid six-month access to the book's companion Website. The book is also contemporary in evolving a Web-based solution to new content and to readers' continuing service fees to obtain additional information.

Looking through two editions separated by more than 18 years (strangely, the latest version is stamped 2010 in its publication date, although, like new automobiles, it is issued in 2009), one is struck by the evolution of user-interface planning, research, analysis, evaluation, documentation, implementation, training, and maintenance, as well as design, in the past two decades. The book itself is a thorough time-capsule of the field incorporating the latest philosophies, principals, methods, and techniques, as best the authors and we understand them. Gone are references to video disks and specification methods like user-action notation. For this new generation of readers, the book references blogs, the i-Phone, social networks, tag clouds, twitter, and YouTube.

At the beginning of the book, the authors offer eight ways of using the book, and specific chapter sequences for readers coming from such disciplines as computer science (its core audience), psychology and sociology, business and information systems, even technical writing and graphic design. It seems almost impossible that the book could be equally usable, useful, and appealing to all of these groups, but it makes a valiant effort to achieve this objective with considerable success.

In almost every topic that it tackles, the text summarizes the issues effectively and provides specific details that are often found in more narrow-focus guidebooks. Taking as an example form-design in format-specific fields on page 255, the authors remind us of the pattern for US social security numbers and even provide the specification that "When the user has typed the first three digits, the cursor should jump to the leftmost position of the two-digit field." Of course, one can argue that these kinds of examples are a little too US-centric, but given the primary market, the orientation is understandable. For telephone numbers, the authors caution on the same page: "Be alert to special cases, such as the addition of extensions or the need for nonstandard formats for international numbers." In a fixed-length book, it would be obviously impossible to treat all global circumstances.

In later chapters, the authors treat more generally large-scope topics, like information visualization. They categorize information-visualization displays by seven data types (1D linear, 2D map, 3D world, multi-dimensional, temporal, tree, and network) and seven tasks (overview, zoom, filter, details-on-demand, relate, history, and extract). Here it becomes impossible to provide extensive detailed design guidelines; however, intriguing examples illustrate different approaches. Again, it becomes impossible in a printed book to constantly update the images. Thus, in another part of the book, a Kindle 1.0 appears, which will be a little dated by the time that 2010 actually rolls around (remember the publication date). Nevertheless, the images are succinct, appropriate, well-selected supplements to the clear descriptions and explanations.

The references have been updated naturally, but to their credit, the authors actually retain a few choice morsels reaching back as far as the late 1980s, suggesting that they recognize the other levels of readership: the Baby Boomers, GenX-ers, and the Millenials who all will be looking at this text, seeking solutions for the widest and wildest challenges of user-interface design in the coming decade.

In keeping with the user-centered design approach promoted by the book, I asked two of my younger (by 30-40 years) Associates, who are interns, still studying at graduate level, what they thought of the new book. They represent the newcomers to the field who may not be aware of the full range and depth of user-interface development, practice, and theory over the past 60 years and throughout the world.

One remarked: "Upon reading through the contents, what I found striking was the language in which the book was written. Right from the start, it was very clear, concise, and easy to read. As a novice of user-interface design, I expected to be bombard with technical jargon that I wouldn't understand, but, surprisingly, the authors had none of that (as far as I could tell). Also, the visuals played a significant part in furthering my understanding of the already readable content."

The other commented, "Overall, the book was a good introduction to the meaning and importance of user-interface design. However, I would have liked to see some definitions of terms, such as 'user experience', 'user interface', and perhaps a brief history of user-experience design." Of note is the sparse reference to user-experience (UX) concepts, although they are covered as usability engineering and user-interface architecture concepts and are mentioned explicitly a few times.

Clearly, one cannot be all things to all people; the second comment touched on one or two items that, in my opinion, might have been given a little more space in an, admittedly, already busy agenda. However, these are quibbles. The book maintains its legendary value as a indispensable, readable, comprehensive, high-quality treatment of a still bustling, fast-growing, world-wide field bursting with enthusiasm, energy, and innovation. This book presents both a bird's eye view and a ground-level view of the terrain.

HCI Tool Announcement

Noldus Usability Labs Combine the HCI Research Tools you need Noldus Information Technology BV - info@noldus.nl

In usability labs several HCI research tools can be integrated to build a complete lab. Noldus Information Technology has a track record of 20 years in behavioral research and is an expert in setting up research labs. With technical and scientific knowledge, Noldus' consultants can assist you with your research process, from the set-up of your lab (design a lab together), to the interpretation of the results.

With a well-equipped lab (portable or fixed) and specialized knowledge, you can collect multiple types of data such as user actions on the computer, eye movements, physiological data, and simulator data. Perform user task analysis, look at searching behavior (for instance users' interaction in search tasks [1]), or evaluate a webpage and create a highlight clip to show your results.



To record events such as tasks, comments, and usability problems, and gather data in an effective way, you can work with The Observer® XT software in a usability lab. Due to The Observer XT's excellent integration facilities, all devices work perfectly together. Just choose the tools you need. For instance, if you incorporate FaceReader™ into your lab, you will have the additional ability to record facial expressions automatically.

Working in a turn-key lab, built by Noldus, you can benefit from the most up-to-date hardware components and equipment. Good image quality, high quality video recordings, and clear recordings of speech and other sounds make all the difference in your research results.

[1] Tenopir, C.; Wang, P.; Zhang, Y.; Simmons, B.; Pollard R. (2008). Academic users' interactions with ScienceDirect in search tasks: Affective and cognitive behaviors.

Call for Items: AIS SIGHCI Newsletter Volume 9, Issue 1

You are invited to offer items to the coming issue of AIS SIGHCI newsletter (Volume 9, Issue 1), to be published in July 2010. 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 June 15, 2009. 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://sigs.aisnet.org/sighci/newsletters/>

In Progress: SIGHCI Sponsored Journal Special Themes/Issues

1. JAIS Special Theme Papers based on the 6th pre-ICIS HCI/MIS Workshop, ICIS'07, and HICSS-41

The best completed research papers from the 6th pre-ICIS Workshop (2007), the HCI track at ICIS'07, and the Human-Computer Interaction (HCI) mini-track (offered as part of the Collaboration Systems Track) at HICSS-41 (2008) were invited for publication consideration at the Journal of the Association for Information Systems (JAIS). The guest editor is Viswanath Venkatesh. Currently two papers are in the review process.

2. IJHCS Special Issue based on AMCIS'08, ECIS'08, and PACIS'08

The best completed research papers from the HCI tracks at AMCIS'08, ECIS'08, and PACIS'08 were invited to participate in a special issue of the International Journal of Human-Computer Studies (IJHCS). The guest editors for this special issue are Matt Germonprez, Chuck Kacmar, and Young Hwa "Gabe" Lee. SIGHCI continues to work with IJHCS to publish the selected papers from these conferences. Thanks to all the reviewers, authors, and IJHCS for all their hard work.

3. JAIS and THCI Special Issues based on Pre-ICIS'08, ICIS'08, and PACIS'08

The best completed research papers from the HCI tracks at pre-ICIS'08, ICIS'08, and HICSS'09 were invited to participate in a special issue of the Journal of the Association for Information Systems (JAIS) or the Transactions on Human-Computer Studies (THCI). The guest editor for this JAIS special issue is Ananth Srinivasan and for THCI the guest editor is Dennis Galletta. SIGHCI continues to work with both JAIS and THCI to publish the selected papers from these conferences. Thanks to all the reviewers and authors for their work so far.

Membership Renewal

Please renew your SIGHCI membership if you have not done so. Access your personal profile page when you log onto AIS website as a member. There is a link called "Join in a SIG!" under Membership Profile Information. Click on that link, select SIGHCI, and renew your SIGHCI membership. Thank you for supporting SIGHCI.

SIGHCI Sponsors

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



- Department of Information Systems, Washington State University
- MIS Department, Eller College of Management, The University of Arizona

SIGHCI Advisory Board

Izak Benbasat

University of British Columbia, benbasat@commerce.ubc.ca

Jane Carey

Arizona State University West, jcarey@asu.edu

Dennis Galletta

University of Pittsburgh, galletta@katz.pitt.edu

Fiona Fui-Hoon Nah

University of Nebraska-Lincoln, fnah@unl.edu

Joe Valacich

Washington State University, jsv@wsu.edu

Jane Webster

Queen's University, jwebster@business.queensu.ca

Ping Zhang

Syracuse University, pzhang@syr.edu

SIGHCI Officers

Chair

Khawaja Saeed

Wichita State University Khawaja.Saeed@wichita.edu

Chair-Elect

Dezhi Wu, Southern Utah University, dezhi.wu@gmail.com

Past Chair

Eleanor Loiacono

Worcester Polytechnic University, eloiacon@wpi.edu

Secretary and Treasurer

Na (Lina) Li, Baker College, nli01@baker.edu

Vice Chair for Membership

Soussan Djasmasbi

Worcester Polytechnic University, djasmasbi@wpi.edu

Vice Chair for Research Resources

Hong Sheng

University of Missouri-Rolla, hsheng@umr.edu

Vice Chair for Sponsorship

Milena Head, McMaster University, headm@mcmaster.ca

Vice Chair for Teaching Resources

Xiaowen Fang, DePaul University, XFang@cti.depaul.edu

Newsletter Editor

Greg Moody, University of Pittsburgh, gmoody@katz.pitt.edu

Conference Planning Chair for pre-ICIS HCI Workshop 2010

Dezhi Wu, Southern Utah University, dezhi.wu@gmail.com

Horst Treiblmaier

Vienna University of Economics and Business Administration,

horst.treiblmaier@wu-wien.ac.at

Conference Planning Chair for PACIS 2010

Hock-Chuan Chan

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

Susanna Ho

Australian National University, susanna.ho@anu.edu.au

Conference Planning Chair for AMCIS 2010

Dezhi Wu, Southern Utah University, dezhi.wu@gmail.com

Hong Sheng, University of Missouri-Rolla, hsheng@umr.edu

Robin Poston, University of Memphis, rposton@memphis.edu

Na (Lina) Li, Baker College, nli01@baker.edu

Conference Planning Chairs for HICSS 2010

Joe Valacich, Washington State University, jsv@wsu.edu

John Wells, Washington State University, wellsjd@wsu.edu

Ryan Wright, University of San Francisco, ryantwright@gmail.com

Webmaster

Jonathan Frank, Suffolk University, jfrank824@gmail.com

Listserv Manager

Ping Zhang, Syracuse University, pzhang@syr.edu

Save the Dates

SIGHCI-Sponsored Activities & Events	
SIGHCI Pre-ICIS Workshop, Phoenix, Arizona	14 Dec, 2009
ICIS'09 – HCI Track, Phoenix, Arizona	15-18 Dec, 2009
HICSS'10 – HCI minitracks, Kauai, HI	5-8 Jan, 2010
ECIS'10 – HCI Track, Pretoria, South Africa	7-9 June, 2010
PACIS'10 – HCI Track, Taipei, Taiwan	July, 2010
AMCIS'10, Lima, Peru	12-15 Aug, 2010
SIGHCI Pre-ICIS Workshop, St. Louis, MO	Dec, 2010
ICIS'10, St. Louis, Mo	12-15 Dec, 2010
SIGHCI website: http://sigs.aisnet.org/sighci/	

