



AIS SIGHCI Newsletter

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

Volume 12 Issue 1

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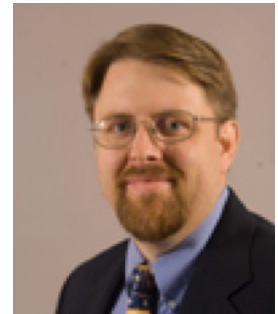
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New Chair's Remarks – Dr. Richard Johnson

Dear SIGHCI members:

I am excited to start my term as the chair of AIS SIGHCI. Having been involved with SIGHCI for many years, I have watched the dedication and enthusiasm of our members, our previous officers, and our advisory board. This dedication has made us one of the largest and most active AIS SIGs! We are visible in many of our, and other fields', conferences such as ICIS, AMCIS, ECIS, HCII, HICSS, PACIS, and the Pre-ICIS HCI/MIS Workshop. Our members are track chairs, minitrack chairs, reviewers, editors, and authors for the both our SIG and for AIS.



To all our members who have worked to promote and administer activities related to SIGHCI, your service is sincerely appreciated. I would like to extend my thanks to those who have come before me, and extend particular thanks to the outgoing chair, Soussan Djasasbi, who has provided great leadership to the SIG during the past year.

During my term, I plan to work with the SIGHCI officers to reach out to our members to find out what we can do to make the SIG work better for you, and to look for ways to continue to grow SIGHCI. I look forward to working with Na "Lina" Li, who is the Chair-Elect on these and other initiatives. If you have suggestions regarding current or future SIGHCI activities, please contact me (rjohnson@albany.edu) or any of the other officers. We are always looking for ways to advance SIGHCI and better serve our members. If you are not a SIGHCI member, then we invite you to join our dynamic and growing group. If you are already a member, then please take this opportunity to renew your membership. For more information, visit our website (<http://sighci.org/>).

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,

Rich Johnson
AIS SIGHCI Chair



AIS SIGHCI One-Year Report: 7/2012 - 6/2013

Soussan Djamasbi, SIGHCI Chair (2012-2013)

with assistance of SIGHCI advisors and officers

July 1, 2013

<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 mini-tracks 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 2012 to June 2013 were as follows:

Advisory Board

Izak Benbasat, University of British Columbia
Jane Carey, Arizona State University West
Fiona Nah, Missouri University of Science and Technology
Dennis Galletta, University of Pittsburgh
Traci Hess, University of Massachusetts, Amherst
Weiyin Hong, University of Nevada – Las Vegas
Khawaja Saeed, Wichita State University
Eleanor Loiacono, Worcester Polytechnic University
Scott McCoy, College of William and Mary
Joe Valacich, University of Arizona
Dezhi Wu, Southern Utah University
Ping Zhang, Syracuse University

Chair

Soussan Djamasbi, Worcester Polytechnic Institute

Past Chair

Dianne Cyr, Simon Fraser University

Chair-Elect

Richard Johnson, University at Albany

Secretary and Treasurer

Na “Lina” Li, Baker College

Vice Chair for Membership

Horst Treiblmaier, Vienna University of E & BA

Vice Chair for Research Resources

Younghwa Lee, University of Northern Iowa

Vice Chair for Sponsorship

Nick Lockwood, Missouri University of Science and Technology

Vice Chair for Teaching Resources

Wietske van Osch, Michigan State University

Vice Chair for Marketing

Constantinos Coursaris, Michigan State University

Student Ambassador

Michael J. Scialdone, Syracuse University

Newsletter Editor

Greg Moody, University of Nevada – Las Vegas

Conf. Planning Chair: pre-ICIS HCI Workshop 2012

Soussan Djamasbi, Worcester Polytechnic Institute

Dianne Cyr, Simon Fraser University

Track Chairs: ICIS 2012

Fiona Nah, Missouri University of Science and Technology

Zhenhui Jiang, National University of Singapore

Conf. Planning Chair: AMCIS 2013

Na “Lina” Li, Baker College

Khawaja Saeed, Wichita State University

Richard Johnson, University at Albany

Conf. Planning Chairs: PACIS 2013

Susanna Ho, Australian National University

Frank Chan, Curtin University

Conf. Planning Chair: ECIS 2013

Netta Iivari, University of Oulu

Fiona Nah, Missouri University of Science and Technology

Horst Treiblmaier, Vienna University of E & BA

Conf. Planning Chairs for HICSS 2013

Joe Valacich, University of Arizona

Ryan T. Wright, University of Massachusetts, Amherst

Angelika Dimoka, Temple University

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 2012 to June 2013).

AIS SIGHCI One-Year Report: 7/2011 - 6/2012

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 300 members. The SIG continues to work with AIS to integrate SIG membership renewals with general conference registrations, and AIS membership renewals. This integration should result in a greater number of current (paid) members. The membership has a global impact representing over 30 countries and six continents. SIGHCI listserv is also open to non-members and has over 600 subscribers (as of June 30th 2013) from across the world. In an effort to further support our members and the HCI community, all SIGHCI workshop papers from 2003 are available through the AIS e-Library at: <http://aisel.aisnet.org/sighci/>.

3.2. Communications and Outreach

In the past year, we have continued to promote 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 are carried out using four levels of communication (see prior year reports for 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, 2011-2012, paper sessions at HCII (HCI International Conference) since 2005, HCI mini-track 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 completed or in progress	
Pre-ICIS Workshop 2012, Orlando, Florida	
Format	Workshop (1 day)
Chairs	Djamasbi, Cyr
Program Chairs	Durcikova, Sheng, Aguirre-Urreta
Local Committee	Hornik
PC/reviewers	71
Accepted	9 papers, 8 posters
Acceptance Rate	39%
Participants	37
Special events	best paper and service awards, business meeting
ICIS 2012, Orlando, Florida	
Format	Track
Chairs	Nah, Jiang
Accepted	8
Acceptance Rate	25.8%

AMCIS, 2012, Seattle, WA	
Format	Track with 6 mini-tracks
Chairs	Saeed, Li, Johnson
Accepted	30 papers and 4 posters
Acceptance Rate	67%
Special events	Business meeting
HICSS 2013, Maui, Hawaii	
Format	Mini-track
Chairs	Valacich, Wright, Dimoka
Accepted	9 papers
Acceptance Rate	43%
HCII 2013, Las Vegas, Nevada	
Format	Mini-track
Chairs	McCoy
Accepted	7 papers
Acceptance Rate	64%
PACIS 2013, Jeju, Korea	
Format	Track
Chairs	Ho, Chan
Accepted Papers	10
Acceptance Rate	47.6%
AMCIS 2013, Chicago, IL	
Format	Track with 7 mini-tracks
Chairs	Saeed, Li, Johnson
Accepted	16 completed research papers; 11 research-in-progress papers
Acceptance Rate	60%
Special events	Business meeting

Table 2. Summary of meetings in planning

Pre-ICIS Workshop 2013, Milan, Italy	
Format	Workshop (1 day)
Chairs	Johnson, Djamasbi
Program Chairs	Durcikova, Sheng, Aguirre-Urreta
Special events	Best Paper and Service Awards, panel and round table discussions, business meeting
PACIS 2014, Chengdu, China	
Format	Track
Chairs	Nah, Sheng
ECIS 2014, Utrecht, Netherlands	
Format	Track
Chairs	Tractinsky, Clemmensen, Wulf, Zhang
HICCS 2014, Big Island, Hawaii	
Format	Track
Chairs	Schneider, Valacich, Dimoka
HCII 2014, Crete, Greece	
Format	Track
Chairs	Nah

AIS SIGHCI One-Year Report: 7/2011 - 6/2012

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 researchers interested in HCI. The first issue of THCI was published in March 2009. We encourage 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 extend special thanks to Ping Zhang, Dennis Galletta, and Joe Valacich (Editors of THCI) for their efforts in initiating and managing THCI. Table 3 provides an update on THCI from July, 2011 to June, 2012.

Total number of issues	18
Total number of submissions	142 (135 original and 7 editorial)
Total number of acceptances (including editorials)	51 (44 research papers and 7 editorials)
Acceptance rate	32.6%
Average time: submission to first decision	291 days
Average time: submission to final acceptance	168 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 4 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 2008-12, ICIS 2008-12, HICSS 2009-12	Srinivasan	In progress
THCI	Pre-ICIS 2009-13, ICIS 2009-13, HICSS 2010-13	Galletta, Zhang, Valacich	In progress

3.6. SIGHCI Annual Election

In February 2012, Dezhi Wu and Weiyin Hong were appointed as the nominating/election committee by SIGHCI Executive Board, to help administer the annual election for the position of SIG Chair-Elect. Na Li was nominated, and the election was completed in March, 2013. Na Li was elected as the next Chair-Elect, effective July 1, 2013, with Richard Johnson becoming the Chair and Soussan Djamasbi the Past-Chair on this same date.

4. SERVICES TO MEMBERS & COMMUNITIES

SIGHCI provides a range of services to its members (visit the SIGHCI website, <http://www.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. In 2010 a redesign of the website was completed under the direction of Dezhi Wu. The new website was launched in 2011 and received the AIS Technology Challenge Award for this achievement. In order to provide greater access to research materials to our members and the SIGHCI community, all SIGHCI workshop papers from 2003 onwards were made available through the AIS e-Library at: <http://aisel.aisnet.org/sighci>. This year we also expanded our outreach and services to our members by adding two new officers to our team: Student Ambassador, and VP of Marketing. Additionally, we created a detailed task list with deliverables and their time lines to be used to recruit new officers and assist them in transitioning into their roles. We also redesigned the format of the workshop to provide more support for our student members. Finally, we redesigned the fundraising structure to improve the SIG's yearly fundraising efforts.

5. FINANCIAL MATTERS

Our SIGHCI accounting records, which are maintained by AIS, show that as of April 2013 our SIG has earned a surplus of \$30,869.05. The income and expenses for the fiscal year are listed in Table 5. We worked hard on increasing the surplus by controlling costs, e.g. we reduced printing costs by providing more online content. We also took major steps to attract more organizations to support our SIG. We created two new positions, VP of Marketing and Student Ambassador, and recruited an officer for each position to increase our membership base and help to attract more attendees to our workshops and other events.

Balance (7/1/2012)		\$24,419.73
Revenue		\$13,135.11
Membership Fees	\$5,980.11	
Workshop Fees	\$1,155.00	
Sponsorship	\$6,000.00	
Expenses		(\$6,685.79)
Newsletters	(\$306.03)	
Workshop 2012	(\$6,259.76)	
Web hosting	(\$120.00)	
Balance (4/30/2013)		\$30,869.05

6. LOOKING FORWARD

Since its inception in 2001 our SIG has made significant progress through the support of its advisors, officers, sponsors; and members. The cooperation and assistance of the AIS office, as well as the support of journal editors' in encouraging HCI research in MIS, has been instrumental in SIGHCI's growth. On a personal note, the opportunity to work with such an outstanding team of professionals has been a great pleasure and a rewarding experience. I have every confidence that our new Chair and Chair-Elect (Richard Johnson and Na Li) will build upon our past successes and will skillfully lead the SIGHCI to continue its growth and achievements.

Review: 11th Annual Pre-ICIS Workshop on HCI Research in MIS

Orlando, Florida, December 16, 2012

By Workshop Co-Chairs

Soussan Djamasbi, Worcester Polytechnic Institute, (Djamasbi@wpi.edu)
Dianne Cyr, Simon Fraser University (cyr@sfu.ca)

Over 40 people participated at the Eleventh Annual Workshop on HCI Research in MIS, held in Orlando Florida on December 16, 2012. The workshop attracted 25 submissions, which included 13 completed research papers, 10 research-in-progress papers, and 2 posters. After a rigorous review process, 9 research papers were accepted for presentation at the workshop, a 36% acceptance rate. The workshop also included 8 poster presentations.

The paper sessions covered a range of interesting HCI topics that generated lively and productive discussions (for a list of these papers please visit <http://sighci.org/index.php?page=pre-icis2012&phpMyAdmin=622c4d141843t506dba2f>). Extensions of selected papers from the workshop were 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). We would like to Thank Dennis Galletta and Joe Valacich (THCI) for their editorial assistance in this process.

The program committee and a record number of reviewers made outstanding contributions to the success of the workshop by providing high quality and timely feedback on the submissions. As in previous SIGHCI workshops, the best paper award winner was determined through a rigorous review process. Of the 9 accepted submissions, three papers were selected as best paper candidates based on overall review scores, best paper nominations, and input from each of the Program Co-Chairs. These papers were:

- “Dualistic Model of Passionate Video Gameplay: Addiction or Flow” by Sepandar Sepehr and Milena Head
- “The Duality of Social Media: Structuration and Socialization through Organizational Communicative Action” by Wietske van Osch and Constatinos K. Coursaris
- “The Effects of Social Structure Overlap and Profile Extensiveness on Social Connectivity Regulation” by Ben C.F.Choi and Zhenhui (Jack) Jiang

Out of these three papers, one was selected as the best paper based on another set of independent rankings by best reviewer candidates. The best paper award went to “The Duality of Social Media: Structuration and Socialization through Organizational Communicative Action” by Wietske van Osch and Constatinos K. Coursaris

The best reviewer award was determined by the Program Co-Chairs based on thoroughness of the reviews, helpfulness of the suggestions and feedback, clarity and organization of reviews, and timeliness in returning the reviews. The nominees for this award were Jennifer Gerow (Virginia Military Institute), Anna L. McNab (Niagara University), Adriane Randolph (Kennesaw State University). The best reviewer award went to Adriane Randolph.

As in previous years, this year’s Service Awards went to two SIGHCI officers for their exceptional service . Dianne Cyr received the Outstanding Service Award for her efforts with SIGHCI. Dianne has served as the Chair (2011 - 2012) of AIS Special Interest Group on Human-Computer Interaction, and Workshop Co-Chair (2011-2012) for the Pre-ICIS Workshop on HCI Research in MIS. Yi Jenny Zhang was the recipient of the Special Service Award for her excellent service as the SIGHCI Webmaster. Thanks to Jenny’s excellent service, in December 2011 the SIGHCI website received the AIS Technology Award.

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

- The program co-chairs Alexandra Durcikova, Hong Sheng , and Miguel Aguire-Urreta who adeptly managed the review process.
- The 71 program committee members who played an important role in shaping the content of the workshop.
- The senior HCI scholars who led the parallel roundtable discussions at the workshop.
- The SIGHCI Advisory Board members for their continuous and exceptional support, feedback, and suggestions.
- The Chair-Elect, Richard Johnson, for his outstanding help and support with the on-site logistics for the workshop.
- The local arrangement committee chair, Steven Hornik, for skillfully managing the logistics of our informal gathering before the workshop.
- The student volunteers, Raneem Saqr and Amy Connolly, for their excellent management and problem solving skills during the workshop.
- The AIS headquarters office, with special thanks to Pete Tinsley, Tmitri Owens, Tenez Quarles, and Lise Fitzpatrick.
- And, finally, the workshop attendees who demonstrated their interest, enthusiasm, and support for this annual event in particular and the mission of SIGHCI in general.

Review: HCI Track at ICIS 2012

Human-Computer Interaction Track At the International Conference on Information Systems (ICIS) 2012

Orlando, Florida, December 16-19, 2012

Track Co-Chairs

Fiona Fui-hoon Nah, University of Nebraska Lincoln, fnah@unl.edu
Zhenhui (Jack) Jiang, National University of Singapore, jiang@comp.nus.edu.sg

The ICIS 2012 HCI track attracted many high quality submissions. There were 31 submissions for the HCI track, and 8 full papers appeared in the conference (25.8% acceptance rate).

Pictures from <http://icis2012.aisnet.org/>



Review: HCI Mini-Track at HICSS-46

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

At the Hawaii International Conference on System Sciences (HICSS-46)

Grand Wailea, Maui, Hawaii, January 7-10, 2013

Mini-track Co-chairs

Joe Valacich, University of Arizona, valacich@arizona.edu
Ryan Wright, University of Massachusetts, rtwright@admin.umass.edu
Angelika Dimoka, Temple University, dimoka@temple.edu

The 8th Annual SIGHCI-sponsored HICSS mini-track was held January 7-10, 2013 in Maui at the Grand Wailea. The mini-track had 9 papers accepted for presentation at the conference (43% 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:

- *Supporting Dynamic Situation Awareness in Online Group Discussion and Decision Making: A Visualization Approach* by Jia Li, Dongsong Zhang, and Pengzhu Zhang.

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>

Current Activities Sponsored by AIS SIGHCI

Track on Human-Computer Interaction Studies in IS At the 19th Americas Conference on Information Systems (AMCIS) 2013

Chicago, Illinois, USA, August 15 -17, 2013

Track Co-Chairs

Khawaja Saeed, Wichita State University, Khawaja.Saeed@wichita.edu

Na Li, Baker College, nli01@baker.edu

Richard Johnson, University at Albany, State University of New York, rjohnson@albany.edu

The HCI track is (co)sponsoring 7 minitracks at AMCIS'12. Below are the minitracks and their (co)chairs. For more information about the HCI track at AMCIS'13, please visit <http://amcis2013.aisnet.org/>

1. Design, Evaluation, and Implications of Social Networking Applications

Jinwie Cao & Hong Sheng

2. HCI Issues in Mobility

Kyungsub S. Choi & David Xu

3. Interface Design, Evaluation and Impact

Gabe Lee, Na Li & Anna L. McNab

4. Negative Cognitions about Information Systems

Monideepa Tarafdar, Nick Lockwood & Taylor Wells

5. New Venues for Computer-Mediated Communication (CMC)

Jenny Zhang, Shu Schiller & Mauricio Featherman

6. Personalization Technologies and Impacts.

Hong Sheng, Dezhi Wu & Il Im

7. Trust in Information Systems

Tom Stafford, Sherrie Komiak, Fiona Nah & Gaurav Bansal

Future Activities Sponsored by AIS SIGHCI



The Annual Pre-ICIS Workshop on HCI Research in MIS

Sunday, December 15, 2013 (Pre-ICIS) in Milan, Italy

Workshop Co-Chairs:

Richard Johnson, University at Albany, State University of New York,

rjohnson@albany.edu

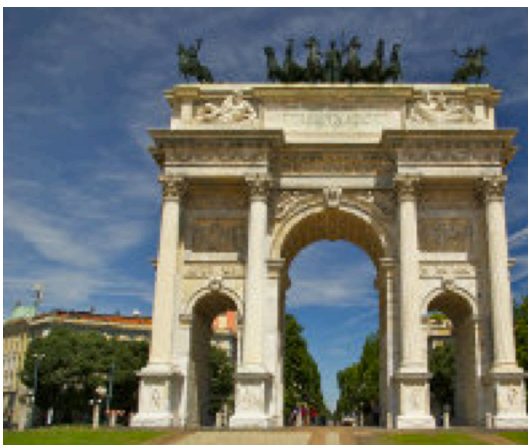
Soussan Djamasbi, Worcester Polytechnic University, djamasbi@wpi.edu

Submissions due: August 26, 2013

Acceptance notification: September 30, 2013

Extended abstracts due for proceedings: October 14, 2013

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



Human-Computer Interaction Track

At The International Conference on Information Systems (ICIS) 2013

Milan, Italy, December 15-18, 2013

Track Co-Chairs:

Susanna Ho

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

Choon Ling Sia

City University of Hong Kong, iscl@cityu.edu.hk

For more details, please visit the ICIS'13 website at

<http://icis2013.aisnet.org/index.php/tracks/103-human-computer-interaction>

All pictures on this page are from ICIS'13 website at <http://icis2013.aisnet.org/>

Future Activities Sponsored by AIS SIGHCI

Human Computer Interaction Mini-track At the Hawaii International Conference on System Sciences (HICSS-47, 2014)

Big Island, Hawaii, January 6-9, 2014

Minitrack Co-Chairs

Christoph Schneider, City University of Hong Kong,

christoph.schneider@cityu.edu.hk

Joe Valacich, University of Arizona, valacich@arizona.edu

Angelika Dimoka, Temple University, angelika@temple.edu

For more details, please visit the HICSS-47 website at

http://www.hicss.hawaii.edu/hicss_47/apahome47.htm



Pictures from HICSS website

Article: Web Usability: Eye-tracking & Face-reading

By Peter Lewinski

Marie Curie Research Fellow

VicarVision, Amsterdam NL

Web usability is about the ease of locating, using, and acting upon information on an internet page. In principle, the design of webpages - enterprise or consumer - should allow the end-user to interact intuitively with the website. The perceived complexity of the page is a challenging concept to quantify. Researchers use the following factors to define how easy or difficult is to navigate through the website: (a) the number, dissimilarity and fragmentation of elements; (b) density and the layout of visual stimuli; (c) the task contexts (e.g. reading, searching and buying products). Those elements can be measured with a questionnaire, simply by asking people what they consciously think. Nevertheless, questionnaires are not that refined and predictive as other approaches. Until now, the eye tracker was one of the best tools to analyze the behavioral reactions to webpage complexity. Recently researchers started to employ another measure- face-reading, i.e. the automatic analysis of facial expressions of emotions - to capture additional underlying patterns of autonomous human behavior.

Researchers from *Oracle America, Inc.* during the 56th Annual Meeting of the *Human Factors and Ergonomics Society* in October 2012, Boston, USA [1] presented research combining all three measurement tools – questionnaires, eye tracking and face-reading – to measure webpage complexity. A questionnaire is a verbal self-report: subjective, self-conscious and involves higher-order thinking; as a result it is difficult to assess spontaneous behavior to the presented stimuli. Eye tracking is a reliable, widely used tool to measure people's attention and cognitive load while they are interacting with the product or service. However, eye tracking alone cannot predict the affective state of the user.

The researchers used the Tobii® T60 eye tracker [2] to establish the (a) time to first fixation; (b) fixation duration; (c) search area. They found that the pages rated as higher in clarity involved smaller search areas (c) and greater fixation duration (b). Therefore, more time spent looking into one element that does not take much effort to be localized, might be beneficial for the perceived ease of use of the website.

To validate those findings additionally, the researchers from *Oracle America, Inc.* used FaceReader™ [3] - a computer software automatically analyzing emotional valence from facial expressions. The program synthesizes a 3D real-time, artificial face model with almost 500 facial feature locations. Then the 3-layer neural network – previously fed with thousands pictures of facial expressions – assigns a probabilistic result of presence of basic emotions and then computes overall emotional valence. The researchers found out that as little as 5-10 seconds of capturing facial reactions to interaction with the webpage correlates significantly with the subjective impressions of its complexity.

The scientists say that the eye-tracking (e.g. Tobii T60) and face-reading (e.g. FaceReader) technologies are becoming more ubiquitous and soon will be part of every-day interaction with the electronic devices. However, further research is needed in order to improve scalability, efficiency, reliability, portability and energy-efficiency of those solutions, before they become commonly used measures. For now, these state-of-the-art technologies are mostly used by research institutes and marketing companies that invest in innovation and development.

References:

[1] Goldberg, J.H. (2012). Relating perceived web page complexity to emotional valence and eye movement metrics. *Proceedings of the Human Factors and Ergonomics Society 56th Annual Meeting*, 501-505.

[2] <http://www.tobii.com/en/eye-tracking-research/global/products/hardware/tobii-t60t120-eye-tracker/>

[3] www.noldus.com/facereader

Call for Participation: Pre-ICIS Workshop on HCI Research

The 12th Annual Pre-ICIS Workshop on HCI Research in MIS

Sponsored by SIGHCI
15 December, 2013—Milan, Italy

Workshop Co-chairs:

Richard Johnson, rjohnson@albany.edu — Soussan Djasasbi, djamasbi@wpi.edu

Important Dates:

- Submissions Due: August 26, 2013
- Acceptance Notification: September 30, 2013
- Extended Abstracts Due for Proceedings: October 14, 2013
- Workshop: December 15, 2014

Workshop Objective:

The objective of the workshop is to provide an opportunity for HCI researchers to come together and build a dynamic community for open and constructive discussions and exchange of ideas.

Workshop Format:

The workshop will include paper and poster presentations, a panel discussion, and a roundtable session.

If you are a doctoral student and your research falls under the broad domain of Human-Computer Interaction, you may be interested in submitting your work to this inaugural roundtable. It is being organized with the aim of showcasing doctoral student led research, while further supporting students through feedback provided by a number of seasoned HCI scholars. Each accepted doctoral student led research paper will be assigned to one table with the author in attendance, and a discussion of the research will be led by a senior HCI scholar. The workshop concludes with a business meeting. This meeting is open to all SIGHCI members as well as to all of those non-members who are interested in SIGHCI.

Submission, Review, and Acceptance Process:

The workshop will be accepting high quality research papers as completed or research-in-progress papers, or doctoral student led roundtable papers. Additionally, the workshop will be accepting work that describes novel, early, and creative research ideas as posters. Authors should identify their submission as “Completed Research”, “Research in Progress”, “Posters”, or “Doctoral Student Roundtable Paper” on the first page below the title. Submissions will undergo a double-blind review process. The submissions should not be currently under review elsewhere, and they should have not appeared elsewhere. All accepted submissions will be published in the workshop proceedings, which are available electronically in the AIS digital library.

Manuscripts should be submitted as email attachments to the workshop program co-chairs at (sighci.workshop@gmail.com) 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.

Submission Format:

Maximum length: Completed research papers, research-in-progress papers, posters, and round table submissions must not exceed 14, 7, 3, and 7 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, poster, or round table discussion), total word count of the submission, an abstract of 150 words or fewer, and a list of 5-6 keywords.

Special Theme Papers of JAIS and THCI:

The best, 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>.

Article: Multimodal Machinema at the University of Aizu

By Michael Cohen
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Most of the courses taken by engineering and science students emphasize scientific discipline and accumulation of “truth.” In the Human Interface and Virtual Reality course taken by computer science students at the University of Aizu in Aizu-Wakamatsu, Japan, creativity is emphasized over conformity. Unlike most other courses that try to converge on a shared “right answer,” artistic disciplines encourage originality, in which the best answer is identical to no one else’s. The course includes technically objective matters, but explicitly encourages original expression, subjectively motivated by aesthetics rather than “correctness.” Most of the coursework involves lab exercises emphasizing creative applications of digital contents creation tools, highlighting design and invention as much as discovery. The power of experiential education is leveraged by lessons with an emphasis on practical experimentation, learning by doing.

For faculty organizing a technical HCI class, this reports describes some ideas that can be adopted. The important theme is the choice of “machinema” (machine cinema, or computer-generated movies) as a backbone, providing not only an opportunity to exercise and refine core skills (especially programming), but also an opportunity to introduce design tools for the multimedia components. Students must also think explicitly about basic concepts such as space, time, motion, arrangement, color, narrative, perspective and perception. In particular, project-based instruction provides an opportunity for students to explore interactive multimedia contextualized by self-motivated experimentation. Charged with the simple but rich assignment to “make an interactive movie to tell a story,” students engage in active learning to fulfill this mission. Apparent side-effects, such as improved programming and visualization skills and technical familiarity with broad (if somewhat shallow) digital content creation tools are really intentional, and secondary perhaps only in students’ motivational hierarchy. That is, the ostensible goal of creation expression through machinema motivates strategic organization of rich media manipulation, which requires tactical deployment of useful, practical low-level skills. Such a “soup to nuts” approach and the course open presentations spice up the learning process: It’s one thing to study privately, and quite another to publically present one’s work to a hundred classmates. Peer pressure (or at least self-consciousness) and friendly rivalry, fostered by anticipation of exposure, ratchet up everyone’s achievement. The “take home” message of this note is that if the tail wags, a vigorous dog must be attached to it. Machinema is a great “excuse” to refine other skills, and students are innately driven to express their own creative ideas so that they hardly notice the hard work they do to articulate them.

Human Interface and Virtual Reality is a semester-long course featuring lectures, demonstrations, and project-based studio exercises regarding machinema scenarios for interactive digital story telling using 3D models. Students learn about photographic and audio capture and editing; text-to-speech synthesis for narration and dialog; graphical composition (2D computer graphic drawing and painting) and texture mapping; CG (computer graphics), CAD (computer-aided design) and 3D model arrangement, lighting, and programming for animation, interaction, and direct manipulation; background music composition; panoramic and turnoramic image capture; and stereography.

To introduce students to the basics of human interface technology and the virtual reality paradigm, especially through “desktop VR” (a.k.a. “fishtank VR”), a “hands-on” approach emphasizes creation of self-designed virtual worlds. The main vehicle of expression is “[Alice](#),” an object-oriented, graphical 3D scenario IDE (integrated development environment), used to contextualize segments on color models, image capture and compositing, computer graphics, graphic composition and 3D drawing, IBR (image-based rendering) & texture mapping, sound and audio, music, as well as software engineering. Segments on stereoscopy and 360° panoramic and turnoramic imagery and image-based rendering are also included. We use [SumoPaint](#), and [Audacity](#), and [GarageBand](#) as support tools for multimedia content creation. Students use self-designed multimodal interfaces authored with object-oriented techniques to tell a story with virtual characters and cinematography (camera motion and gestures, “camerabatics”) for deterministic machinema and also dynamic environments such as games and digital stories, exportable as interactive web sites.

The course meets weekly for three-hour sessions, typically comprising half lecture and demonstrations, half lab exercises. Clusters of iMacs with duplex multimedia networking are leveraged, so that any student’s or team’s visual and auditory display can be shared with the entire class, both by distributing the audio and video signals to extra monitors on each desk and also by projecting them to a large screen and stereo speakers in front of the classroom.

Early sessions introduce the students to the basics human interface issues, a very shallow but broad survey of basic notions of physics, space (physical and otherwise) and topology, sensory modalities, interaction, and algorithmic complexity (including exponential processes). An exercise early in the course simply has each student sketch out a “story-board,” like a comic strip, to depict a scenario: no computers or technology, simply drawing key-frames. This “old school” exercise gets the students thinking about narrative arc, characters, *mise en scène* (arrangement of visible elements), blocking (positioning and motion of actors), camera angles, and visual story-telling.

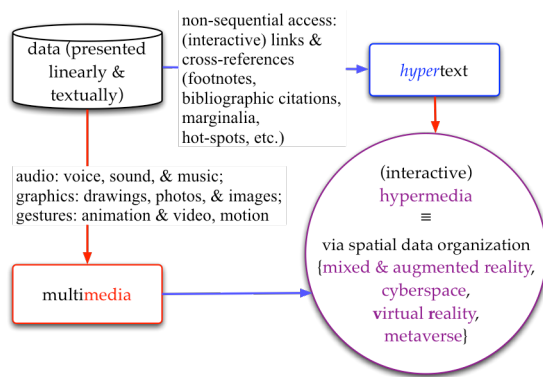


Figure 1. Multimedia × Hypertext = Virtual Reality. Crossing hypertext with multimedia spawns hypermedia, information as space that can be inhabited and navigated.

Continued: Multimodal Machinema at the University of Aizu

These storyboards then become the basis of instantiation in a virtual world (although in practice final scenarios are often quite different from the original plans, having evolved and matured during their realization). Alice allows “drag and drop” arrangement of backgrounds, scenes, buildings, characters, and objects from extensive galleries of precomposed assets. To breath life into these actors, they are programmed with an IDE, which combines an editor for a Java-like object-oriented language and a simple debugger. Such programming, often thought of as challenging for nonspecialists, is inviting in Alice because of its simplified interface. As each program is interpreted (and not compiled), it is impossible for a user to get in trouble: virtual actors might not do what the programmer intended, but the process won’t discourage neophytes with errors or crashes. Alice was intended as a gentle welcome for under-represented students (including those with undeveloped software-engineering skills or those with weak math confidence), so is quite comfortable as a rapid prototyping tool for virtual reality animation. (Alice was originally architected by the late Randy Pausch at Carnegie-Mellon University, who inspired educators through his life-affirming “Last Lecture.”) Although it is restricted, Alice still offers an opportunity to review modern software engineering and programming concepts, including expressions and relations, functions & parameterization, flow control (conditionals, iteration, serial and parallel execution), randomization, recursion, data structures & vectors, abstraction & factoring, and event handling.

Even though basically satisfying scenarios can be designed and programmed within the Alice framework, importing externally authored media allows richer worlds and also offers an opportunity to experiment with other kinds of editors. The multimedia applications described following are representative of many similar digital contents creation tools. The actual choice of the tools— for drawing, sound effects, photo editing, music, speech synthesis, stereography, etc.— isn't critical. All such tools are broadly available, not only as commercial apps, but also as open source or freeware. Multimedia interoperability and compatibility allows export from one app as an easy import to another without proprietary interchange formats or transcoding.

For example, to understand the notion of texture mapping, we introduce “Sumo Paint,” an online, cloud-based drawing and painting tool. This design tool includes many attractive features, including various tools for creating and manipulating images, compositing layers, configuring symmetry modes, invoking artistic filters, and defining gradients. Along with the photographic images described following, this graphical tool is used to make images importable into Alice as surface decals.

Most students already have collections of photos, and new images can be easily captured from mobile phones and web cameras. The Mac OS X-bundled “Photo Booth” application offers an easy-to-use interface for the workstation-embedded camera. The iPhoto app, in the iLife suite, has a small but powerful set of image adjustment functions— including adjustment of color channel levels; exposure, contrast, & saturation; and shadows, midtones, & highlights— entry level but expressive. Student-created images can be manipulated, augmented with both drawing (vector-based or object-oriented) and painting (raster- or pixel-based) operations. Such graphic art pieces could stand by themselves, but we import them into Alice, where they become textures, wallpaper, backdrops, and scenery.

Similarly, audio can dramatically enhance a scenario. The course surveys use of three different kinds of audio: sound effects, speech, and music. For exploring sound and audio effects, we use “Audacity,” an open source audio editor. Audacity can import external files (such as those ripped from a CD, or audio files downloaded from the web) as well as capture live sound. Audacity encourages adjustment of audio files: amplitude (loudness), left-right panning, shape (envelope, including fade-in & -out), tuning (frequency: equalization and “sweetening”), timing (duration and relative cueing), echoes & reverberation, etc.

Alice has “think” and “say” methods that allow its characters (and even “inanimate” objects) to express themselves graphically through “word balloons” and “thought bubbles,” but lacks any native TTS (text-to-speech) features. However, such utterances can be externally compiled and imported into a world. We use the “say” command bundled with Mac OS X, although web-based services with similar functionality are available. Such synthesizers allow text to be rendered in a variety of voices, including setting each voice’s gender, age, and timbre. Utterances can be saved as sound files, importable into Alice for runtime playback.

An especially popular exercise involves composition of BGM, background music for the machinema scenarios. We use two DTM (desk-top music) applications: PGMusic’s “Band-in-a-Box” and Apple’s own “GarageBand” (bundled with iPhoto in the iLife suite). The former is oriented towards chordal progressions, whereas the latter has “loops,” libraries of prerecorded musical segments that can be sequenced. Since GarageBand’s loop selection has about a dozen bipolar filters, such as “Relaxed↔Intense” and “Grooving↔Arrhythmic,” it is easy for novices to compile segments that can enhance or amplify the mood of their scenario. GarageBand also has many audio effects, complementing and extending those offered by Audacity.

Weekly “checkpoint” exercises confirm specific skill sets— including scenario authoring and storyboarding, drawing and painting, color models and specification, digital compositing (layers, overlays, texture mapping), stereography (anaglyphics, including 3D drawing), audio editing SFX (sound effects), dialog generated with TTS synthesis tools, and DTM for BGM (desk-top music composition for background music)— progressively accumulating into fully realized, “total theater” virtual worlds or stories. There are also creative studio exercises, occasional quizzes, and mid-term and final exams. Students also contribute panoramic images to a virtual, hyperlinked tour of the University. Student scenarios, highlighting originally created and creative worlds, composed individually (mid-term) and as teams (end-of-term), are presented to the entire class in special review sessions. Group projects expose students to agile and “XP” (extreme programming) software development techniques, project management, and the challenges and rewards of team-based cooperation.

Bruce Lee observed that trying to learn *kung fu* without sparing was like trying to learn how to swim without water. We introduce students to the digital contents creation tools path— including drawing and painting, photographic capture and manipulation, 2D imagery and texture maps, 3D modeling, lighting, animation, interaction, and direct manipulation— in a broad exposure interactive media and story-telling, including plays, movies, toys, and games. The “Web 2.0” paradigm encourages user-generated content, as reflected by the word “prosumer,” one who is simultaneously a producer and a consumer. The “people’s art” solicited by the Human Interface and Virtual Reality curriculum encourages self-expression while reinforcing multimedia and programming skills. Combining photography, drawing, sound effects, voices (narration and dialog), and music 3D computer graphics allow students the satisfaction of making animated stories, interactive toys and games that are literally sensational.

Call for Items: AIS SIGHCI Newsletter Volume 12, Issue 2

You are invited to offer items to the coming issue of AIS SIGHCI newsletter (Volume 12, Issue 2), to be published in November 2013. All items will be editorial reviewed. If you are interested, please send your pieces to the newsletter editor Greg Moody (greg.moody@unlv.edu) by October 15, 2013. Possible topics include, but are not limited to, the following:

1. 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.
2. Teaching HCI (up to 1700 words): teaching ideas or cases, sample syllabus, etc.
3. Industry voice (800 – 1700 words). We welcome HCI related essays from industry professionals.
4. Brief introduction of HCI research tools (up to 300 words).
5. Brief introduction of interesting HCI journals and/or special issues, including citation information, brief description, table of content (for special issues), etc.
6. CFP for HCI related journals or conferences.
7. 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.
8. 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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AMCIS' 13 – HCI Track, Chicago, Illinois	15-17 Aug, 2013
SIGHCI Pre-ICIS Workshop, Milan, Italy	15 Dec, 2013
ICIS' 13 – HCI Track, Milan, Italy	15-18 Dec, 2013
HICSS' 14 – HCI minitracks, Big Island, HI	6-9 Jan, 2014
ECIS' 14 – HCI Track, Tel Aviv, Israel	9-11 June, 2014
PACIS' 14 – HCI Track, Chengdu, China	24-28 June, 2014
AMCIS' 14 – HCI Track, Savannah, Georgia	7-10 Aug, 2014
SIGHCI Pre-ICIS Workshop, Auckland, New Zealand	Dec, 2014
ICIS' 13 – HCI Track, Auckland, New Zealand	Dec, 2014
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