




Number	T - 12		
Name	Human-Computer Interaction		
Co-Chairs			
	Torkil Clemmensen <b>(primary contact)</b> Copenhagen Business School, Denmark	Netta Iivari University of Oulu, Finland	Noam Tractinsky Ben-Gurion University of the Negev, Israel
	<a href="http://www.cbs.dk/en/staff/tcitm">www.cbs.dk/en/staff/tcitm</a>	<a href="http://www.oulu.fi/tol/node/20151">http://www.oulu.fi/tol/node/20151</a>	<a href="http://www.bgu.ac.il/~noamt/">http://www.bgu.ac.il/~noamt/</a>
Descriptor	<p>The HCI area deals with the design, evaluation and use of interactive systems, with a common focus on user performance and experience. Within the AIS community, HCI research has traditionally emphasized the interaction between humans, information, technologies, and tasks in organizational contexts.</p> <p>Given the basis of organizational IT systems as an anchor of conceptual development in AIS HCI, these technologies might be expected to imply few or insignificant differences in styles of usage across the world. However, when we compare how IT is nowadays developed and used across varied organizations, cultures, societies and regions, important and subtle differences in HCI appear. Hence, the theme for this year's HCI track is 'heterogeneous HCI', which calls for consideration of themes such as cultural HCI, political HCI, domestic HCI and DIY HCI. Other HCI topics are also welcome. For an introduction to AIS HCI, see for example Benbasat, I. (2010). "HCI research: Future challenges and directions." AIS Transactions on Human-Computer Interaction 2(2): 1.</p> <p>The track is open to all types of research approaches to study or examine HCI-related problems and issues.</p>		
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