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WELCOME MESSAGE FROM WORKSHOP CO-CHAIRS

Welcome to the 5th Annual Pre-ICIS Workshop on HCI Research in MIS (HCI/MIS'06)! This year's workshop includes 13 high quality paper presentations, a keynote speech by Joe Valacich on the state of HCI research publications in premier IS journal outlets, a research presentation by Microsoft, a best paper award, a best reviewer award, and a concluding reception. We hope that this year's workshop will continue to facilitate the exchange of ideas between HCI researchers from around the world and provide an opportunity for us to renew and extend our network of HCI colleagues.

Paul Lowry, Khawaja Saeed, and Susan Wiedenbeck worked diligently in handling the research paper submissions and the program committee. Our local organizing committee, Brian Jones, Matt Germonprez, and Soussan Djamassbi, coordinated our photo taking, registration materials, and other local logistics. We have three doctoral student volunteers, Anna McNab, Na Li, and Adriane Randolph, who are assisting with various matters at the workshop site. Our Vice Chair for Sponsorship, Robin Poston, recruited several new sponsors for this year's workshop. This workshop and the many other SIGHCI activities would not be possible without the generous support of our sponsors, as listed below.

- ❖ College of Information Science and Technology, *Drexel University*
- ❖ Department of Management Information Systems and the FedEx Software Testing Excellence Program, *University of Memphis*
- ❖ School of Information, *University of Michigan*
- ❖ Department of Management Information Systems, *University of Nevada, Las Vegas*
- ❖ Katz Graduate School of Business and College of Business Administration, *University of Pittsburgh*
- ❖ School of Information Studies, *Syracuse University*
- ❖ The Information School, *University of Washington*
- ❖ Department of Information Systems, *Washington State University*
- ❖ Mason School of Business, *College of William & Mary*
- ❖ College of Business, *University of Wisconsin-Eau Claire*
- ❖ Department of Management, *Worcester Polytechnic University*

We would like to express our sincere appreciation to all of those involved with planning this year's workshop activities and to the workshop presenters and participants. Thank you for your continued support and enjoy the workshop!

Traci Hess and Eleanor Loiacono, Workshop Co-Chairs

WELCOME MESSAGE FROM WORKSHOP PROGRAM CO-CHAIRS

The 5th Annual Pre-ICIS Workshop on HCI Research in MIS received 26 submissions (14 completed research papers and 12 research-in-progress papers) from which 13 papers (50% acceptance rate) were accepted after a rigorous review process. The accepted papers cover a range of topics and contribute towards extending HCI Research in MIS. The extended abstracts of the papers are published in the proceedings and the accepted papers will be presented during the workshop.

We would like to extend our sincere gratitude to the members of the Program Committee. These 40 experts in HCI-MIS made outstanding contributions to the success of the workshop by providing high quality and timely feedback on the submissions. Their reviews helped tremendously in making acceptance decisions. But in a larger sense, their voluntary efforts contribute to the advancement of HCI research in the MIS field. We would also like to extend our appreciation to the distinguished members of the Best Paper Selection Committee for their work in evaluating the nominated papers.

With the continuing support of AIS SIGHCI members and the strong interest exhibited by the MIS community in HCI research, we have been able to again put together an excellent program. Thank you for your participation and support.

Enjoy the workshop!

Paul Benjamin Lowry, Khawaja Saeed, Susan Wiedenbeck
Program Co-Chairs

WORKSHOP COMMITTEES

Advisory Committee:

Izak Benbasat, University of British Columbia
Jane Carey, Arizona State University West
Dennis Galletta, University of Pittsburgh
Sirkka Jarvenpaa, The University of Texas at Austin
Fiona Nah, University of Nebraska-Lincoln
Joe Valacich, Washington State University
Jane Webster, Queen's University
Ping Zhang, Syracuse University

Workshop Co-Chairs:

Traci Hess, Washington State University
Eleanor Loiacono, Worcester Polytechnic Institute

Workshop Program Co-Chairs:

Paul Benjamin Lowry, Brigham Young University
Khawaja Saeed, Wichita State University
Susan Wiedenbeck, Drexel University

Local Organizing Committee:

Matt Germonprez, Univ. of Wisconsin-Eau Claire
Brian Jones, Tennessee Technological University
Soussan Djamasi, Worcester Polytechnic Institute

Program Committee:

Shirley Becker, Florida Institute of Technology
Pimwadee Chaovalit, Univ. of Maryland Baltimore
Hock Chuan Chan, National Univ. of Singapore
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Richard Johnson, University of South Florida
Laura Dabbish, Carnegie Mellon University
Tamara Dinev, Florida Atlantic University

Anthony Faiola, Indiana Univ. at Indianapolis
Xiaowen Fang, DePaul University
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David Green, Morehead State University
Gary Hackbarth, Iowa State University
Milena Head, McMaster University
Susanna S Y Ho, The University of Melbourne
Stefan Holmlid, Santa Anna IT Research Institute
Geoffrey Hubona, Georgia State University
Chuck Kacmar, University of Alabama
Arnold Kamis, Bentley College
Jinwoo Kim, Yonsei University
Susan Lippert, Drexel University
Liping Liu, University of Akron
Allison Morgan, Pennsylvania State University
Fiona Nah, University of Nebraska
Ant Ozok, Univ. of Maryland Baltimore County
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Srinivasan Rao, Univ. of Texas at San Antonio
Howard Rosenbaum, Indiana University
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Fons Wijnhoven, University of Twente
Paul Williams
Vance Wilson, Univ. of Wisconsin-Milwaukee
Dezhi Wu, Southern Utah University

INTRODUCING THE KEYNOTE SPEAKER



Keynote Speaker: Joseph S. Valacich is The George and Carolyn Hubman Distinguished Professor of MIS and was the inaugural Marian E. Smith Presidential Endowed Chair at Washington State University. He was previously an Associate Professor with tenure (early) at Indiana University, Bloomington, and was named the Sanjay Subhedar Faculty Fellow. He has had visiting faculty appointments at the University of Arizona, City University of Hong Kong, Buskerud College (Norway), Norwegian University of Life Sciences, Riga Technical University (Latvia), and Helsinki School of Economics and Business. He received the Ph.D. degree from the University of Arizona (MIS), and the M.B.A. and B.S. (computer science) degrees from the University of Montana. His teaching interests include systems analysis and design, collaborative computing, project management, and management of information systems. Professor Valacich served on the national task forces to design *IS '97* and *2002: The Model Curriculum and Guidelines for Undergraduate Degree Programs in Information Systems* as well as *MSIS 2000* and *2006: The Master of Science in Information Systems Model Curriculum*. He also served on the Executive Committee, funded by the National

Science Foundation, to define the *IS Program Accreditation Standards* and on the Board of Directors for CSAB (formally, the Computing Sciences Accreditation Board), representing the Association for Information Systems (AIS). He was the general conference co-chair for the 2003 International Conference on Information Systems (ICIS) in Seattle and was the vice-chair of ICIS 1999 in Charlotte, NC.

Dr. Valacich has conducted numerous corporate training and executive development programs for organizations, including: AT&T, Boeing, Dow Chemical, EDS, Exxon, FedEx, General Motors, Microsoft, and Xerox. He previously served on the editorial boards of MIS Quarterly (two terms) and Information Systems Research, and is currently serving on the boards at Decision Sciences and Small Group Research. His primary research interests include technology-mediated collaboration, human-computer interaction, mobile and emerging technologies, e-business, and distance education. He is a prolific researcher, with more than 60 refereed journal publications in outlets including: MIS Quarterly, Information Systems Research, Management Science, Academy of Management Journal, Journal of Management Information System, Decision Science, Journal of AIS, Communications of the ACM, Organizational Behavior and Human Decision Processes, Journal of Applied Psychology, and many others. He is a co-author of the best-selling textbook *Modern Systems Analysis and Design* (5th Edition), as well as *Essentials of Systems Analysis and Design* (3rd Edition), *Object-Oriented Systems Analysis and Design* (2nd Edition), *Information Systems Today* (3rd Edition), and *Information Systems Project Management* (1st Edition); all are published by Prentice Hall.

INTRODUCING THE AUTHORS OF PEER-REVIEWED ARTICLES

Michael Bliemel is an Assistant Professor in the MIS area at the School of Business of Dalhousie University, Halifax. He recently completed his Ph.D. at McMaster University in Management Science / Information Systems, focusing on eHealth and online consumer health information retrieval. He has published in the *Global Journal of Flexible Systems Management*, and the *International Journal of Electronic Business*.

Paul L. Bowen, PhD, CPA, is an Associate Professor in the Business School at Florida State University. His primary research activities involve the measurement, control, and improvement of information quality. This research encompasses investigating strategies for improving end-user information retrieval performance. Paul's previous experience includes thirteen years at the University of Queensland and eight years as a systems analyst and project manager at the Oak Ridge National Laboratory.

Daniel Chen is an Assistant Professor of Information Systems at Texas Christian University. Daniel's research interests lie at the interface between information technology and strategic management. His primary areas of research are organizational impact of IT infrastructure, the role and value of IS leadership, and electronic commerce. His work has been accepted for publication in *Business Intelligence Journal* and the proceedings of several leading national and international conferences.

Wingyan Chung is currently Assistant Professor of CIS at The University of Texas at El Paso. He received his Ph.D. in Management Information Systems from The University of Arizona. His research interests include knowledge management, Web analysis and mining, data and text mining, information visualization, and human-computer interaction. More information about Dr. Chung is available at <http://wchung.utep.edu/>.

INTRODUCING THE AUTHORS OF PEER-REVIEWED ARTICLES (CONT'D)

Deborah R. Compeau is Associate Professor of MIS at Richard Ivey School of Business at the University of Western Ontario. Her research focuses on the individual user of information and communications technologies, viewed from a social cognitive perspective. In particular she is interested in understanding what organizations can do to facilitate individual adoption of and learning about information technologies.

Dianne Cyr is an Associate Professor in the Faculty of Business at Simon Fraser University in Vancouver, and is the author of five books and over 50 research articles. Her research is focused on how trust, satisfaction, and loyalty are built in online business environments through website design. Career and research information are at www.dianne Cyr.com and www.eloyalty.ca

Pamela S. Galluch is a doctoral student in Management Information Systems at Clemson University. She received a Masters of Science degree in Accounting and Computer Information Systems from Middle Tennessee State University. She earned her undergraduate degree in Decision Science and Information Systems from the University of Kentucky. Her current research interests are human computing interaction and communication and IT.

Nicole Haggerty is an Assistant Professor at the Richard Ivey School of Business, University of Western Ontario. Her research interests center on the intersection of technology, learning and knowledge. She is particularly interested in research on the influence of organizational support mechanisms on individual learning and knowledge about technology and on individual learning through technology in computer-mediated learning environments.

Khaled Hassanein is an Associate Professor of IS at the DeGroote School of Business, McMaster University, Canada. He is also the Director of the McMaster eBusiness Research Centre (MeRC). His research interests are in the areas of eBusiness and m-Commerce, including online trust, online usability, DSS, and e-Health. Dr. Hassanein has many journal and conference publications in these areas.

Milena Head is an Associate Professor of Information Systems and the Associate Dean at the DeGroote School of Business, McMaster University, Canada. Specializing in electronic business and human computer interaction, she has published over 45 papers in academic journals, books and conferences. Further career information may be found at www.business.mcmaster.ca/msis/profs/head.

Kenneth A. Kozar is a Professor of Information Systems and Associate Dean for Faculty at the Leeds School of Business at the University of Colorado/Boulder. His interests lie in the area of human and organizational impacts of information systems technology, focusing on information system usefulness and usability.

Hector Larios is a graduate student in the School of Interactive Arts and Technology. He has worked on research concerning E-commerce, experience design, and information visualization. His current work involves the use of an eye-tracking device to understand how people interact with dynamic three-dimensional environments.

Huigang Liang is an assistant professor in Florida Atlantic University. His current research interests include IT acceptance, IT governance, e-commerce, IT threat avoidance, and healthcare informatics. His research has appeared or will appear in MIS Quarterly, Communications of the ACM, Decision Support Systems, IEEE Transactions on Information Technology in Biomedicine, among others. He received his Ph.D. from Auburn University.

Jing Ma is a Ph.D. candidate in Technology Management at Stevens Institute of Technology. She holds a B.S in Economics and a M.S in Management Science and Engineering. Her primary research interest is social behaviors associated with new information technology, with a special focus on virtual collaboration. She is also interested in the research on virtual teams in the organizations.

INTRODUCING THE AUTHORS OF PEER-REVIEWED ARTICLES (CONT'D)

Ghalib Al Ma'mri recently completed an Honours Degree in Commerce specializing in the area of information systems at the University of Queensland. Ghalib has recently been accepted into the PhD. program in the UQ Business School at the University of Queensland.

Tomasz Miaskiewicz is a second year IS Ph.D. student at the University of Colorado/Boulder. His research and teaching interests lie primarily in the human computer interaction area. He has also worked as an interaction designer and developer at several technology consulting companies.

Fiona Fui-Hoon Nah is an Associate Professor of MIS at the University of Nebraska-Lincoln. She received her Ph.D. in MIS from the University of British Columbia. Her research interests include HCI, mobile and ubiquitous commerce, computer-supported collaborative work, decision making and decision support, and theory building in MIS research. She is co-Founder and Past Chair of AIS SIGHCI.

Jeffrey V. Nickerson is an Associate Professor in the Howe School of Technology Management at Stevens Institute of Technology. He is the Director of the Center for Decision Technologies. His research interests include human-robot interaction, social network analysis, and sensor network design. He holds a Ph.D. in Computer Science from New York University.

Bing Pan obtained his Ph.D. in Tourism Management from the University of Illinois at Urbana-Champaign in 2003. He worked for two years as a post-doctoral associate at Cornell University before he joined the School of Business and Economics at College of Charleston as a faculty member and the Head of Research in the Office of Tourism Analysis.

Hannah Rasmussen is a PhD candidate at the Richard Ivey School of Business, University of Western Ontario. Her research interests center on the intersection of technology and perception/interpretation. Specifically she is interested in research on how users of technology interact with and perceive/interpret their behavior and role within the technological organization.

Fiona H. Rohde, PhD, is an Associate Professor within the UQ Business School at the University of Queensland. Her primary research activities involve the areas of outsourcing, information management, information retrieval, and ontology. Fiona worked for KPMG's Computer Audit Division before joining the UQ Business School approximately 15 years ago.

Saonee Sarker is currently an Assistant Professor in MIS at Washington State University. Her research interests include virtual teams and computer-mediated groups, and technology adoption by groups. Her teaching interests include systems analysis and design, database management, and IS collaboration.

Christopher Scott is currently a Ph.D. student in MIS at Washington State University. His research interests include media perceptions and effects on communication effectiveness, innovation and creativity, and IT project escalation.

Hong Sheng is an Assistant Professor in the school of Management and Information Systems at the University of Missouri-Rolla. She received her Ph.D. degree and master degree from University of Nebraska-Lincoln, and her bachelor degree from Shanghai Jiaotong University, China. Her research interests include mobile commerce and ubiquitous commerce, and Human-Computer Interaction.

Keng Siau is a Professor of Management Information Systems (MIS) at the University of Nebraska, Lincoln (UNL). He is the Director of the UNL-IBM Institute, Editor-in-Chief of the Journal of Database Management, and Co-Editor of the Advances in Database Research series. Dr. Siau has over 200 academic publications. For more information, please visit his website at URL: <http://www.ait.unl.edu/siau/>.

INTRODUCING THE AUTHORS OF PEER-REVIEWED ARTICLES (CONT'D)

Heshan Sun is a PhD Candidate in the School of Information Studies at Syracuse University and now on job market. His interests include human-computer interaction, e-commerce, and statistics and quantitative methods, among others. Heshan's research has been published in journals such as JAIS and IJHCS and conference proceedings. He received the "Best Paper Award" from the 3rd Pre-ICIS MIS/HCI Workshop. He has taught two HCI courses.

Chee-Wee Tan is a PhD candidate in the Sauder School of Business, University of British Columbia. His current research interest lies in the interface design of e-government web-portals to enhance citizens' perceptions of service quality and encourage adoption. He has published more than 20 papers in the form of international conference proceedings, refereed journal articles and invited book chapters.

Jason Bennett Thatcher is an Assistant Professor in the Department of Management at Clemson University. His research interests include the diffusion of information technology, management of information technology workers, and research methods. He has published papers in MIS Quarterly, Communications of the ACM, JMIS, IEEE-Technology and Engineering Management, Journal of Applied Psychology, and the American Review of Public Administration.

Lei Laurel Yang recently completed a Masters of Commerce Degree specializing in the area of information systems at the University of Queensland.

Bo Xiao is a Ph.D. candidate in the Sauder School of Business, University of British Columbia. Her major research interests include e-commerce, decision support systems, and human computer interaction (HCI). Her current research focuses on deception in the context of e-commerce product recommendation agents.

Ping Zhang is Associate Professor in the School of Information Studies at Syracuse University. Her interests include intellectual development of information related fields, human-centered ICT development, evaluation, use and impact on individuals, organizations, societies and cultures; affective, cognitive, motivational and behavioral aspects of individual reactions towards ICT. Dr. Zhang is a co-founder and the first chair (2001-2004) of AIS SIGHCI

BEST PAPER AWARD SELECTION PROCESS

To select the best paper, the program chairs adhered to the following process: Each of the three program chairs nominated one or two full papers, resulting in a total of four nominees. Then, four distinguished members of the SIG HCI community were invited to serve on the Best-Paper Award Committee, with the charge of evaluating the nominated papers. They were provided with the anonymized papers and the reviews of the papers written by members of the Program Committee. The criterion was the quality of the paper. Each member of the Best Paper Award Committee individually ranked the papers. On receipt of the rankings, the program chairs averaged the individual ratings. The paper with the highest average rating was chosen for the best-paper award.

BEST PAPER NOMINEES (in order of presentation)

Examining the Role of the Communication Channel Interface and Recipient Characteristics on Knowledge Internalization, Christopher L. Scott and Saonee Sarker

Dissecting Query Performance in Logical Data Models: Parsimony vs. Greater Ontological Clarity, Ghalib Al Ma'mri, Paul L. Bowen, Fiona H. Rohde, and Laurel Yang

Exploring Human Images in Website Design Across Cultures: A Multi-Method Approach, Dianne Cyr, Milena Head, Hector Larios, and Bing Pan

An Experimental Study on U-commerce Adoption: Impact of Personalization and Privacy Concerns, Hong Sheng, Fiona Fui-Hoon Nah, and Keng Siau

BEST REVIEWER SELECTION PROCESS

To select the best reviewer, the program chairs adhered to the following process: Each of the program chairs nominated two reviewers from the papers for which they were responsible, for a total of six nominees. Then, all the program chairs carefully examined the reviews of each of the nominated reviewers and rated the reviewers numerically. The primary criteria by which the reviews were judged was thoroughness of the reviews, helpfulness of the suggestions and feedback, clarity and organization of reviews, and timeliness in returning the reviews. The reviewer with the highest average rating was chosen for the best-reviewer award.

BEST REVIEWER NOMINEES

Mark Fuller, Washington State University
Richard Johnson, University of South Florida
Keng Siau, University of Nebraska-Lincoln
Fiona Nah, University of Nebraska-Lincoln
Robin Poston, University of Memphis
Gilbert Cockton, University of Sunderland

WORKSHOP SESSIONS

Session 1 (Saturday 8:00-9:30)

Theme: Learning Knowledge Transfer and Collaboration

Chair: Dianne Cyr

1. Examining the Role of the Communication Channel Interface and Recipient Characteristics on Knowledge Internalization *Best Paper Nominee*

*Christopher L. Scott, Washington State University
Saonee Sarker Washington State University*

Recent reviews of the HCI literature acknowledge that the effect of the IT interface on individual learning has received limited attention in the past, and should be the focus of future research. At the same time, a review of the knowledge transfer literature also suggests a limited examination of the factors affecting the latter phase of transfer (i.e., knowledge internalization and recipient learning). The current manuscript attempts to bridge the HCI and knowledge transfer literatures by empirically examining the effect of the communication channel interface and the recipient's characteristics on the recipient's knowledge internalization.

2. Slacking and the Internet in the Classroom: A Preliminary Investigation

*Pamela S. Galluch, Clemson University
Jason Bennett Thatcher, Clemson University*

This paper investigates "slacking with Internet technologies" in a classroom environment. Rooted in the literature on social loafing, we develop a model linking attributes of the context, the individual, and technology to "intention to cyber-slack" and its influence on the effective use of Internet technology. Using data collected from 128 student respondents, we empirically test our model using the Partial Least Squares approach to structural equation modeling. Our analysis found support for many of the relationships in the theoretical model. Specifically, we found that personal innovativeness with IT and multi-tasking with internet applications contribute to cognitive absorption, while cognitive absorption and subjective norms contributed to the intention to cyber-slack. Further, we found that intention to cyber-slack accounted for a large amount of the variance in effective use of Internet technologies. The paper concludes with a discussion of implications for research and practice.

3. A Pattern Approach to Understand Group Collaboration in Hands-on and Remote Laboratories

*Jing Ma, Stevens Institute of Technology
Jeffrey V. Nickerson, Stevens Institute of Technology*

We identify patterns of group collaboration within hands-on and remote laboratories. The pattern of group collaboration includes three elements: the collaboration mode, the communication medium and the collaboration structure. In addition, we examine how patterns of group collaboration evolved during different phases of the labs. Based upon our observation of 22 engineering students, we found two common patterns of the collaboration mode in both hands-on labs and remote labs: in one case, students seem to minimize cognitive effort, and in the other, they continue to do what they have been doing before. We also described the different types of communication media and collaboration structure in the two labs. Face-to-face meetings were found to be the dominant method of group communication in both labs, but students adopted a wider variety of communication methods when working with remote labs, and they interacted more with each other when they ran remote labs.

Session 2 (Saturday 9:45-11:15)

Theme: Finding Information and Solving Problems

Chair: Christopher Scott

4. Dissecting Query Performance in Logical Data Models: Parsimony vs. Greater Ontological Clarity *Best Paper Nominee*

*Ghalib Al Ma'mri, The University of Queensland
Paul L. Bowen, Florida State University
Fiona H. Rohde, The University of Queensland
Laurel Yang, The University of Queensland*

Even when data repositories exhibit near perfect data quality, users may formulate queries that do not correspond to the information requested. Users' poor information retrieval performance may arise from either problems understanding of the data models that represent the real world systems, or their query skills. This research focuses on users' understanding of the data structures, i.e., their ability to map the information request and the data model. The Bunge-Wand-Weber ontology was used to formulate three sets of hypotheses. Two laboratory experiments (one using a small data model and one using a larger data model) tested the effect of ontological clarity on users' performance when undertaking component, record, and aggregate level tasks. The results indicate for the hypotheses associated with different representations but equivalent semantics that parsimonious data model

participants performed better for component level tasks but that ontologically clearer data model participants performed better for record and aggregate level tasks.

5. Evaluating the Use of a Visual Approach to Business Stakeholder Analysis

Wingyan Chung, University of Texas at El Paso

As businesses increasingly use the Web to share information with stakeholders, the problems arising from information overload and interconnected nature of the Web make it difficult to obtain business intelligence (BI). This research proposes a visual approach to business stakeholder analysis that integrates information visualization and Web mining techniques with human domain knowledge. A proof-of-concept prototype was developed based on the approach to assist in analyzing and visualizing complicated stakeholder networks on the Web. We report results of an empirical evaluation comparing the prototype with a traditional method of BI analysis and discuss the implications on HCI research and BI systems development.

6. Marshalling Support: How Computers Users Negotiate Technical Problems

*Hannah Rasmussen, Richard Ivey Business School
Nicole Haggerty, Richard Ivey Business School
Deborah Compeau, Richard Ivey Business School*

This research-in-progress examines how these individuals marshal support resources to help solve technical problems during everyday use and what consequences they experience. In a naturalized setting we seek to understand the experience of 'computer problems' and their consequences for how users feel and what they know about technology. We have gather 2 weeks of daily diary data from 305 participants in one organization regarding their experiences of technical problems. We present our preliminary analysis based on a sub-sample of 45 participants for illustration with full analysis expected for the workshop. We seek to make 3 contributions: 1) offer design insight to the HCI community with respect to user technical problem solving in everyday situations; 2) contribute to the post-adoption literature by describing everyday use, and problem impacts on users; 3) provide recommendations for the crucial function of support around the design and delivery of support to maximize user outcomes.

Keynote Speaker (Saturday 11:15-11:45)

Theme: State of HCI Research Publications in Premier IS Journal Outlets (Keynote Speech)

Chair: Joe Valacich

State of HCI Research Publications in Premier IS Journal Outlets [Keynote Speech]

Keynote Speaker: Joe Valacich, Washington State University

Dr. Joe Valacich will report on the state of HCI research publications in premier IS journal outlets. The presentation will integrate and extend recent research on this topic by Valacich, Fuller, Schneider, and Dennis (ISR 2006), Zhang and Li (JAIS 2005), and Dennis, Valacich, Fuller, and Schneider (MISQ 2006). Publication opportunities for IS research in general and HCI research in particular will be reported. The characteristics of HCI research published in premier journals over the past five years (2000-2005) will be discussed. In addition, the keynote speech will address the potential impact of these publication opportunities on promotion and tenure for HCI academics.

Session 3 (Saturday 1:30-3:30)

Theme: Design and IT Use

Chair: Jason Thatcher

7. The Use of the Delphi Method to Determine the Benefits of the Personas Method – An Approach to Systems Design

*Tomasz Miaskiewicz, University of Colorado at Boulder
Kenneth Kozar, University of Colorado at Boulder*

A persona represents a group of target users that share common behavioral characteristics. The personas method, an approach to systems design, has been receiving significant attention from practitioners. However, only anecdotal evidence currently exists for the effectiveness of personas. This research-in-progress, a Delphi study of personas experts, attempts to reach consensus on the benefits of incorporating personas into design projects. This study also lays the foundation for future research by identifying variables of interest, and building construct validity through the definitions of items given by the experts. Experimental studies will validate if groups of subjects that are provided with personas design more usable systems than groups that are given data on the target users in a non-persona form. Also, planned case studies will concentrate on studying the use of and effectiveness of personas in the organizational setting.

8. Exploring Human Images in Website Design Across Cultures: A Multi-Method Approach *Best Paper Nominee*

*Dianne Cyr, Simon Fraser University
Milena Head, McMaster University
Hector Larios, Simon Fraser University
Bing Pan, College of Charleston*

To gain insight into how Internet users perceive human images, a controlled experiment was conducted using a survey, interviews, and an eye-tracking device. Three experimental conditions of human images were created including (1) human images with facial features; (2) human images but with no facial features; and (3) no human images. It was expected that human images with facial features would induce a user to perceive the website as more appealing, having warmth or social presence, and as more trustworthy. In turn, image appeal and perceived social presence were predicted to result in trust. All expected relationships in the model were supported except no direct relationship was found between the human image conditions and trust. Another goal of the research was to examine user reactions by cultural group, and differing reactions were observed between Canadian, German, and Japanese related to perceptions of use of human images in website design.

9. Shaping Consumer Perception to Motivate Online Shopping: A Prospect Theory Perspective

*Daniel Chen, Texas Christian University
Huigang Liang, Florida Atlantic University*

Drawing upon prospect theory, we propose that the framings of a message describing the benefits of online shopping will have different impacts on consumers' attitude toward and intention of online shopping. Particularly, a negatively framed message emphasizing the costs of losing the benefits is likely to be interpreted by an individual as loss and a positively framed message emphasizing the benefits of online shopping is likely to be interpreted as gain. According to prospect theory, the negatively framed message is more likely to increase one's intention to shop online than the positively framed message. We also propose that such framing effect is moderated by purchase involvement. This research-in-progress paper presents the rationale behind these propositions, experimental designs to test these propositions, and the expected contributions. We contend that the findings will enhance our understanding about consumers' online shopping and provide prescriptive knowledge regarding how to change their behavior.

10. Adaptive IT Use: Conceptualization and Measurement

*Heshan Sun, Syracuse University
Ping Zhang, Syracuse University*

IT use is an important concept both in research and in practice. Yet, IT use has been simply defined and measured in IS research. Presently used measurements do not reflect the dynamics of users' IT use behavior, which are important and account for job performance. This research aims at conceptualizing a new construct to capture the changes in IT use and developing an instrument for it. From an adaptive structuration perspective, we propose a new construct named Adaptive IT Use (AITU) to capture use changes in both IT feature set (size, content, and network), and the spirit of IT features. We further propose six dimensions of AITU and corresponding measuring items. After interviews and card-sorting experiments, an instrument of AITU is developed.

Session 4 (Saturday 3:45-5:15)

Theme: Trust, Deception, and Privacy

Chair: Nicole Haggerty

11. An Empirical Study of Consumer Satisfaction with Online Health Information Retrieval

*Michael Bliemel, Dalhousie University
Khaled Hassanein, McMaster University*

This research examines the area of Online Consumer Health Information Retrieval (HIR) as: "a field of study that pertains to consumers' use of the Internet to locate and evaluate health related information, for the purposes of self education and collection of facts to enable informed decision making." A research model exploring the antecedents of consumer satisfaction with online HIR is developed by using the constructs quality, trust beliefs and satisfaction. This model for consumer satisfaction with online HIR is quantitatively validated using structural equation modeling techniques. The findings of this research provide evidence that content quality, technical adequacy and trust beliefs explain a large proportion of the variance in satisfaction with online HIR for consumers.

12. Reducing the Perceived Deception of Product Recommendation Agents: The Impact of Perceived Verifiability and Perceived Similarity

*Bo Xiao, University of British Columbia
Chee-Wee Tan, University of British Columbia*

Product Recommendations Agents (PRAs) are software applications that augment consumers' purchasing decisions by offering product recommendations based on elicited customers' preferences. The underlying premise of PRAs is often grounded on the assumption that PRAs seek to optimize consumers' utility by tailoring product recommendations to meet requisite expectations. Because the majority of commercial PRAs are implemented by parties with partisan interests in product sales, it is highly probable that recommendations are biased in favor of their providers and do not accurately reflect consumers' interests. This in turn may possibly induce perceptions of deception among consumers. This study theorizes that the incorporation of IT-mediated components in PRAs, which induce high levels of perceived verifiability and perceived similarity, could mitigate consumers' perceptions of deception towards product recommendations.

13. An Experimental Study on U-commerce Adoption: Impact of Personalization and Privacy Concerns

Best Paper Nominee

*Hong Sheng, University of Missouri-Rolla
Fiona Fui-Hoon Nah, University of Nebraska-Lincoln
Keng Siau, University of Nebraska-Lincoln*

U-commerce represents "anytime, anywhere" commerce. U-commerce can provide a high level of personalization, which can bring significant benefits to customers. However, customers' privacy is a major concern and obstacle to the adoption of u-commerce. As customers' intention to adopt u-commerce is based on the aggregate effect of perceived benefits and risk exposure (e.g., privacy concerns), this research examines how personalization and context can impact on customers' perceived benefits and privacy concerns, and how this aggregated effect in turn affects u-commerce adoption intention.

WORKSHOP PARTICIPANTS (AS OF 11/10/2006)

| | |
|--|--|
| Damon Campbell, Washington State University | Scott McCoy, College of William & Mary |
| Jinwei Cao, University of Delaware | Anna McNab, Washington State University |
| Hock Chan, National University of Singapore | Tomasz Miaskiewicz, University of Colorado |
| Daniel Chen, Texas Christian University | Dhanila Parboteeah, Washington State University |
| Wingyan Chung, The University of Texas at El Paso | Robin Poston, University of Memphis |
| Deborah Compeau, University of Western Ontario | Adriane Randolph, Georgia State University |
| Dianne Cyr, Simon Fraser University | Fiona Rohde, School of Business, Univ. of Queensland |
| David DeWester, University of Nebraska - Lincoln | Saonee Sarker, Washington State University |
| Brenda Eschenbrenner, University of Nebraska-Lincoln | Shu Schiller, Wright State University |
| Mark Fuller, Washington State University | Christopher Scott, Washington State University |
| Pamela Galluch, Clemson University | Hong Sheng, University of Missouri-Rolla |
| Matt Germonprez, University of Wisconsin-Eau Claire | Thant Sin, Florida International University |
| Nicole Haggerty, Univ. of Western Ontario | Heshan Sun, Syracuse University |
| Khaled Hassanein, McMaster University | Chuan-Hoo Tan, National University of Singapore |
| Milena Head, McMaster University | Peter Tarasewich, Northeastern University |
| Raymond Henry, Clemson University | Dov Te'eni, Tel-Aviv University |
| Traci Hess, Washington State University | Jason Thatcher, Clemson University |
| Weiyin Hong, University of Nevada Las Vegas | Marilyn Tremaine, Rutgers University |
| Sherrie Yi Komiak, Memorial Univ. of Newfoundland | Ozgur Turetken, Ryerson University |
| Kenneth Kozar, University of Colorado/Boulder | Joe Valacich, Washington State University |
| Huigang Liang, Florida Atlantic University | Vance Wilson, University of Wisconsin-Milwaukee |
| Eleanor Loiacono, Worcester Polytechnic Institute | Ryan Wright, Washington State University |
| Paul Benjamin Lowry, Brigham Young University | Dezhi Wu, Southern Utah University |
| Jing Ma, Stevens Institute of Technology | Bo (Sophie) Xiao, University of British Columbia |
| Anne Massey, Indiana University | Ping Zhang, Syracuse University |

ABOUT AIS SIGHCI (<http://sigs.aisnet.org/sighci/>)

SIGHCI is the Special Interest Group on Human-Computer Interaction affiliated with the Association for Information Systems (AIS). It was one of the first six SIGs announced on ISWORLD in July 2001.

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, and cultural contexts.

The SIG'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.

Possible topics include, but are not limited to, the following:

- The behavioral, cognitive, motivational, and affective aspects of human/technology interaction
- User task analysis and modeling
- Digital documents/genres and human information seeking behavior
- User interface design and evaluation of the Web for B2B, B2C, C2C e-commerce, e-marketplace and supply chain management, group collaboration, negotiation and auction, enterprise systems, intranets, and extranets
- Integrated and/or innovative approaches, guidelines, and standards for analysis, design, and development of interactive devices and systems
- Design of computer interfaces for single-user or collaborative decision support, including design of standard computer interfaces, as well as design for small-screen mobile devices and pervasive computing
- 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
- Information technology acceptance and diffusion issues from cognitive, motivational, cultural, and user interface design perspectives
- Issues in software learning and training, including perceptual, cognitive, and motivational issues

- The impact of interfaces/information technology on attitudes, behavior, performance, perception, and productivity
- Gender and technology
- Issues related to the elderly, young, and special needs populations
- Issues in teaching HCI courses

Governance

The SIGHCI bylaws guide the operation of the organization. The current SIGHCI officers listed below will serve for the period of July 2006 - June 2007.

Advisory Board

Izak Benbasat, University of British Columbia
Jane Carey, Arizona State University West
Dennis Galletta, University of Pittsburgh
Sirkka Jarvenpaa, Univ. of Texas at Austin
Fiona Fui-Hoon Nah, Univ. of Nebraska-Lincoln
Joe Valacich, Washington State University
Jane Webster, Queen's University
Ping Zhang, Syracuse University

Chair

Traci Hess, Washington State University

Past Chair

Scott McCoy, College of William and Mary

Chair-Elect

Weiyin Hong, University of Nevada, Las Vegas

Secretary and Treasurer

Matt Germonprez, Univ. of Wisconsin-Eau Claire

Vice Chair for Membership

Susan Lippert, Drexel University

Vice Chair for Research Resources

Ricard E. (Rick) Downing, Rockhurst University

Vice Chair for Sponsorship

Robin Poston, University of Memphis

Vice Chair for Teaching Resources

Jinwoo Kim, Yonsei University

Listserv Manager

Ping Zhang, Syracuse University

Newsletter Editor

Na (Lina) Li, Syracuse University

Webmaster

Veena Parboteeah, Washington State University

Conference Planning Chair, AMCIS 2007

Matt Germonprez, Univ. of Wisconsin-Eau Claire

Conference Planning Chair, HICSS 2007

Joe Valacich, Washington State University

John Wells, Washington State University

Conference Planning Chair, PACIS 2007

Hock Hai Teo, National University of Singapore

Conference Planning Chair, pre-ICIS Workshop 2006

Traci Hess, Washington State University

ABOUT AIS SIGHCI (<http://sigs.aisnet.org/sighci/>) (CONT'D)

Accomplishments

Since its inception in July 2001, SIGHCI has undergone significant and steady development, which is made possible by the collaborative efforts of many individuals – specifically, the guidance and support from a number of senior MIS scholars, the high level of interest and support from enthusiastic SIG members, and the hard work of the organizing team. In this limited space, we report a condensed version of some accomplishments (up to November, 2006).

Identity and Community Building

One of the motivations for establishing the AIS SIG on HCI was to build a community of scholars who can share common interests and appreciate each others' work. Our strong membership base (476 total members as of 01/2006 with 137 current memberships), represents academic, industry and other sectors, doctoral students, and many countries. The SIGHCI discussion listserv is also open to non-members enabling us to reach HCI enthusiasts beyond our current membership.

Communication and Outreach

In order to promote the awareness of SIGHCI, to extend the identity and reputation of SIGHCI, and to promote dialogs with the MIS community and other related external parties, four levels of communications have been rigorously designed and implemented: SIG-wide communication, promotion of HCI in the MIS community, dialog with other HCI associations, and connections with industry.

(i) Establish SIG-wide communication on areas of mutual interests including research, teaching, community building, and other related discussions. This includes providing specific services such as listserv, newsletters, and conference meetings.

(ii) Promote HCI as an important sub-discipline within the MIS discipline. Specific methods are conference minitracks, tracks, panels, tutorials, and workshops at AMCIS and ICIS, and theme articles and journal special issues in top ranked IS journals.

(iii) Dialog with other global HCI associations and communities. Efforts include (1) sending information about SIGHCI to related listservs, organizations, websites, magazines, etc., (2) helping to disseminate information about other related associations to our members via SIGHCI newsletters, website, and listserv, (3) publishing special issues in journals that have high visibility to these associations, such as IJHCS (International Journal of Human Computer Studies), BIT (Behaviour & Information Technology), and IJHCI (International Journal of Human Computer Interaction), whose readership includes the ACM SIGCHI community, and (4) organizing panels that involve

people from closely related disciplines (e.g., the panel on “Finding Common Ground on HCI Research in Multiple Disciplines” at the 2nd pre-ICIS workshop). Two primary associations we have been targeting are ACM (mainly SIGCHI) and the American Society for Information Science and Technology (ASIS&T) which is the international society for scholars in Information Science, Library Science, and Information Studies. One of the goals of the Common Ground panel at the 2nd workshop was to establish a greater level of communication with other associations and disciplines to develop greater synergy. Panelists represented a variety of views from different disciplines and associations including Psychology, Information Science, Computer Science, SIGCHI, Information Systems in an Engineering school, and MIS in B-Schools.

(iv) Establish connection with people in the industry. A number of measures have been set to achieve this goal. (1) The “Industry Voice” section in our newsletter has published two voices in the past three newsletter issues. (2) The second panel at the 2nd annual workshop strived to bridge academia and industry research interests in HCI where academia and industry people share their views and perspectives, and explore collaboration opportunities. (3) The workshops and minitrack/tracks have benefited from the industry's perspectives by having reviewers from the industry.

SIGHCI Website (<http://sigs.aisnet.org/sighci/>)

Created on 10/15/2001, the website is the central repository for information related to the SIGHCI. It is updated frequently to reflect timely information that may be of interest to SIG members, and scholars and practitioners at large. One can find information about the mission, membership, listserv, conferences, news, photo gallery, HCI related journals, research resources, teaching resources, other HCI associations, and SIG officers and contacts on the site.

Listserv (http://sigs.aisnet.org/sighci/sig_listserv.html)

Created in July 2001, the list is for SIG members and other interested people to exchange information and discuss interesting issues. The archive of past postings was set up in January 2002. A policy of list use is available from the listserv page.

Newsletter (<http://sigs.aisnet.org/sighci/newsletters/>)

The 1st newsletter was published in November 2002, and there are two newsletters in each year/volume, published in July and November respectively. Beginning with the July 2004 issue (vol. 3, no.1), a new section was created to publish short essays/opinions/research studies that are editorially reviewed. Newsletter items should be sent to the newsletter editor, Lina (nli@syr.edu), by early June for the July/no.1 issue and early October for the November/no.2 issue.

ABOUT AIS SIGHCI (<http://sigs.aisnet.org/sighci/>) (CONT'D)

Photo Gallery (<http://sigs.aisnet.org/sighci/pictures/>)

The memories and excitement of SIGHCI activities (including meetings and other social events), are stored in this gallery of snapshots captured by SIGHCI members. The gallery was created on 9/28/2002.

Research Resources

(<http://sigs.aisnet.org/sighci/research/>)

The Research Resources website was created on 7/15/2003 and provides information on Internet resources, relevant conferences, research centers, funding sources, SIG sponsored journal issues and papers, HCI journals, and other HCI associations.

Teaching Resources (<http://ysb.yonsei.ac.kr/aishci/>)

The web site was created on 1/13/2004 and includes syllabi, cases project materials, textbooks, and other related teaching materials. It also has a search function to facilitate easy retrieval of information from the website.

AIS SIGHCI Organized Conferences/Meetings

SIGHCI has previously participated in two main conferences on a regular basis, AMCIS and ICIS, both of which are organized and sponsored by AIS. Beginning in 2005, SIGHCI sponsored an HCI track at PACIS and organized an HCI track at ECIS. Both PACIS (Pacific Asia Conference on Information Systems) and ECIS (European Conference on Information Systems) are AIS affiliated conferences, and SIGHCI plans to participate in these conferences on a regular basis. Also in 2005, SIGHCI began participating in the International Conference on Human-Computer Interaction (HCII). This conference takes place every two years, and SIGHCI continues to participate in this conference.

The HCI track at AMCIS contains multiple minitracks related to HCI issues. SIGHCI also holds an annual research workshop prior to the main ICIS conference. At AMCIS, the HCI track facilitates broad participation, and strives to be encouraging and inclusive, thus they tend to have a relatively high acceptance rate. At pre-ICIS workshops, we solicit rigorous research studies that are theoretically sound and methodologically solid. The format of these meetings includes peer reviewed research papers, panel debates/discussions, and invited speakers. There has also been an HCI track at ICIS since 2004, providing an additional high quality conference outlet for HCI researchers. SIGHCI anticipates a solid presence at PACIS, ECIS, and HCII in its efforts to provide global support for HCI research. A summary of past and future meetings is provided below.

| Summary of SIGHCI Conferences/Meetings | |
|---|----------------------------------|
| AMCIS 2002, Dallas, TX | |
| Format | Minitrack (2nd largest at AMCIS) |
| No. of papers | 18 |
| Acceptance Rate | 67% |
| AMCIS 2003, Tampa, FL | |
| Format | Minitrack (largest at AMCIS) |
| No. of Papers | 24 regular, 3 round table |
| Acceptance Rate | 68% |
| AMCIS 2004, New York City, NY | |
| Format | Track with 7 minitracks |
| No. of Papers | 50 |
| Acceptance Rate | 67% |
| AMCIS 2005, Omaha, NE | |
| Format | Track with 7 minitracks |
| No. of Papers | 37 |
| Acceptance Rate | 67% |
| AMCIS 2006, Acapulco, Mexico | |
| Format | Track with 10 minitracks |
| No. of Papers | 42 |
| Acceptance Rate | 60% |
| AMCIS 2006, Keystone, CO | |
| Format | Track with 9 minitracks |
| No. of Papers | TBA |
| Acceptance Rate | TBA |
| Pre-ICIS 2002, Barcelona, Spain | |
| Format | Workshop (1 day) |
| No. of Papers | 8 |
| Acceptance Rate | 50% |
| No. of Participants | 42 |
| Pre-ICIS 2003, Seattle, WA | |
| Format | Workshop (2 days) |
| No. of Papers | 17 |
| Acceptance Rate | 40% |
| No. of Participants | 80 |
| Pre-ICIS 2004, Washington, DC | |
| Format | Workshop (2 days) |
| No. of Papers | 17 |
| Acceptance Rate | 61% |
| No. of Participants | 84 |
| Pre-ICIS 2005, Las Vegas, NV | |
| Format | Workshop (1 day) |
| No. of Papers | 14 |
| Acceptance Rate | 33% |
| No. of Participants | 70 |
| Pre-ICIS 2006, Milwaukee, WI | |
| Format | Workshop (1 day) |
| No. of Papers | 13 |
| Acceptance Rate | 50% |
| No. of Participants | TBA |

ABOUT AIS SIGHCI (<http://sigs.aisnet.org/sighci/>) (CONT'D)

| Summary of SIGHCI Conferences/Meetings | |
|---|------------|
| ICIS 2004, Washington DC | |
| Format | Track |
| No. of Papers | 13 |
| ICIS 2005, Las Vegas, NV | |
| Format | Track |
| No. of Papers | 6 |
| ICIS 2006, Milwaukee, WI | |
| Format | Track |
| No. of Papers | 10 |
| HCII 2005, Las Vegas, NV | |
| Format | 2 Sessions |
| No. of Papers | 13 |
| HCII 2005, Beijing, P.R. China | |
| Format | 3 Sessions |
| No. of Papers | 18 papers |
| PACIS 2005, Bangkok, Thailand | |
| Format | Track |
| No. of Papers | 6 |
| Acceptance Rate | 30% |
| PACIS 2006, Kuala Lumpur, Malaysia | |
| Format | Track |
| No. of Papers | 5 |
| Acceptance Rate | 31% |
| PACIS 2007, Auckland, New Zealand | |
| Format | Track |
| No. of Papers | TBA |
| Acceptance Rate | TBA |
| ECIS 2006, Göteborg, Sweden | |
| Format | Track |
| No. of Papers | 15 |
| Acceptance Rate | 32% |
| HICSS 2007, Big Island, Hawaii | |
| Format | Minitrack |
| No. of Papers | 7 |
| Acceptance Rate | 50% |

Special Issues of Refereed Academic Journals

To date, SIGHCI has sponsored ten special issues of top IS and HCI academic journals based on expansions of the best completed research papers from eight SIGHCI sponsored meetings. We hope to make this a tradition for all SIGHCI meetings. The following table provides a listing of journals and special issues generated since the first SIGHCI meeting in 2002.

SIGHCI Sponsored Journal Special Issues

| Journal | Based on | Editors | Status |
|---------|------------|--------------------|---------------|
| IJHCS | AMCIS 2002 | Zhang, Dillon | Oct. 2003 |
| BIT | AMCIS 2003 | Zhang, Nah, Preece | May/June 2004 |
| IJHCI | AMCIS 2004 | Nah, Zhang, McCoy | Fall 2005 |

| | | | |
|-------|--------------------------------------|-----------------------------|------------------|
| JAIS | Pre-ICIS 2002 | Benbasat, Jarvenpaa, Zhang | Jan/March 2004 |
| JMIS | Pre-ICIS 2003 | Benbasat, Zhang, Nah | Winter 2005/2006 |
| JAIS | Pre-ICIS 2004 | Jarvenpaa, Benbasat | In progress |
| JAIS | Pre-ICIS 2005 | Galletta | In progress |
| IJHCS | AMCIS 2005 and PACIS 2005 | Nah, Zhang, McCoy, Yi | September 2006 |
| ISJ | AMCIS, ECIS, and PACIS 2006 | Germonprez, Hess, and Russo | In progress |
| JAIS | Pre-ICIS 2006, ICIS 2006, HICSS 2007 | TBA | In progress |

Future Conferences

SIGHCI will continue its involvement with AMCIS and ICIS and will expand its outreach by participating in the following conferences:

- January 3-6, 2007, HICSS HCI Minitrack, Big Island, Hawaii
- July 4-6, 2007, PACIS HCI Track, Auckland, New Zealand
- July 22-27, 2007, HCII, Beijing, P.R. China
- August 9-12, 2007, AMCIS HCI Track, Keystone, Colorado, USA
- December 9-12, 2007, Pre-ICIS HCI/MIS Workshop, Montreal, Quebec, Canada
- August 14-17, 2008, AMCIS HCI Track, Toronto, Ontario, Canada
- December 14-17, 2008, Pre-ICIS HCI/MIS Workshop, Paris, France

Joining SIGHCI

Any AIS member is welcome to join SIGHCI through the AIS website (<http://aisnet.org>). Currently the annual dues are \$10 to join SIGHCI (Ph.D. students and AIS members from non-rich countries may join SIGHCI for free). Annual dues for AIS are \$95/\$60 (academic/student) for AIS.

NOTES