



**22nd International Conference
on Human-Computer Interaction**
Bella Center, Copenhagen, Denmark
19 - 24 July 2020

<http://2020.hci.international/>

ADVANCE CALL FOR PARTICIPATION

CCD 2020

12th International Conference on Cross-Cultural Design

*Jointly held under one management and one
registration with HCI International 2020*

Chair: P. L. Patrick Rau

The increasing internationalization and globalization of communication, business and industry is leading to a wide cultural diversification of individuals and groups of users who access information, services and products. If interactive systems are to be usable, useful, and appealing to such a wide range of users, culture becomes an important HCI issue. Therefore, HCI practitioners and designers face the challenges of designing across different cultures, and need to elaborate and adopt design approaches which take into account cultural models, factors, expectations and preferences, and allow to develop cross-cultural user experiences accommodating global users.

The Cross-Cultural Design (CCD) Conference, an affiliated conference of the HCI International Conference, arrived at its 12th edition and solicits papers from academics, researchers, industry and professionals, on a broad range of theoretical and applied issues related to Cross-Cultural Design and its applications.

The related topics include, but are not limited to:

- Cross-cultural communication
- Cross-cultural management
- Cross-cultural interaction
- Cross-cultural product and service design
- Culture and psychology
- Cultural differences
- Design for social change in global markets
- Design for social development
- Developing HCI expertise and capability worldwide
- Globalization processes
- International ethnographic studies
- International standards
- International usability evaluation
- Internationalization
- Localization

Conference proceedings published by



