

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

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

ADVANCE CALL FOR PARTICIPATION

HCI 2020

Human-Computer Interaction Thematic Area

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

Chair: Masaaki Kurosu

HCI 2020 is a Thematic Area of the 22nd International Conference on Human-Computer Interaction (HCI International 2020), that will be held in Copenhagen, Denmark, 19-24 July 2020, at the Bella Center.

This Thematic Area addresses challenging and innovative topics in Human-Computer Interaction theory, methodology and practice, including, for example, novel theoretical approaches to interaction, novel user interface concepts and technologies, novel interaction devices, UI development methods, environments and tools, multimodal user interfaces, emotions in HCI, aesthetic issues, HCI and children, evaluation methods and tools, and many others.

HCI is a field in need of significant innovation and breakthroughs towards radically new future forms of interaction. We encourage participation in the HCI Thematic area as a forum for scientific research and innovation in Human-Computer Interaction.

The related topics include, but are not limited to:

- **General:** Human-technology symbiosis; Human-environment interactions; HCI methods and theories; HCI and humanities; Human factors engineering; Philosophical and ethical issues of HCI; Privacy and security; Semiotics and HCI

- **Business:** Product lifecycle management; Customer, consumer and user; Marketing and HCI; HCI and business innovation; Product and service concept; Behavioral economics; Characteristics of user
- **Culture:** Cultural difference in user interface; Internationalization, globalization and localization
- **Design:** Creativity; Design methods; Design thinking; Guidelines and heuristics for design; Human centered design and user centered design; Interaction design
- **Education:** Learning and creativity; e-Learning and distant learning; HCI and children
- **Emotion and Kansei:** Attractiveness; Kansei engineering; Emotions in HCI and design; Hedonic attributes and beauty; Satisfaction and pleasure
- **Industry:** Banking and financial industry; Education-related industry; Entertainment industry and gamification; Health industry; Housing industry and smart home; Medical industry; Transportation and mobility
- **Psychology and Cognition:** Learning and creativity; Affordance and signifier; Psychological background of user interface
- **Service:** Well-being, health and Eudaimonia; Service design; Service engineering
- **Social issues:** Social organization and democracy; e-Government; Social design; Social network service; Sustainability and HCI; Quality of life (QOL)
- **Technology:** Adaptive and personalized interfaces; Mixed reality and environments; Context-dependent system; Gesture and eye-gaze based interaction; Graphical user interface; Emotion recognition in HCI; Haptic user interface; Human-Robot Interaction; Intelligent and agent systems; IoT; Large system user interface; Mobile HCI; Natural user interfaces (NUI); Non-verbal interfaces
- **UX and Usability:** Accessibility and universal access; Evaluation methods and techniques; Observation and interview; Qualitative and quantitative measurement and evaluation; Methods and analysis of user surveys; UX (User experience)

Conference proceedings published by

 Springer