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Introducing AIS Transactions on Human-Computer Interaction

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Transactions on Human-Computer Interaction

THCI

Editorial

Introducing AIS Transactions on Human-Computer Interaction

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It is with great excitement and gratification that we proudly and humbly introduce this inaugural issue of the *AIS THCI*. As the Editors-in-Chief, our thoughts and feelings runneth over but in this first editorial statement, we will try to be concise and stick to fundamental issues.

It seems obvious to assert that we aim to keep quality high; and to that end, that we want to provide a timely, fair, and developmental review process. It also seems cliché to request that you, dear reader, submit your best work here and read the work of others so the publication develops a reputation and has an impact. Although we feel strongly about these points, it will be more productive and interesting to describe what the journal is about, what it will publish, and how.

THE CONTEXT WITHIN AIS

The Information Systems field, which spawned the Association for Information Systems, has seen scholars conducting scientific examination of organizational computing phenomena since the first issue of the *MIS Quarterly* in March 1977. In the early days, the field was largely populated by academics in business schools, but more than three decades later we see new and welcomed diversity. As a result, membership in AIS includes ever-increasing numbers of scholars from related schools such as information science, computer science, engineering schools, communications, and other social sciences.

What attracts these diverse sets of scholars to AIS? The draw is likely to be the managerial and organizational focus that has been a hallmark of the field. King and Galletta (forthcoming) remind us that the mission statement of AIS reveals that focus:

> *To advance knowledge in the use of information technology to improve organizational performance and individual quality of work life. (p. 1)*

In recent years, MIS scholars have begun to examine computing issues in a broader context. Studies have been conducted in many new areas; for example, scholars have addressed personal mobile technologies, online communities, and adoption of PCs in the home. A very strict, linear interpretation of the mission of AIS would deem

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each of these areas to be outside of the managerial and organizational focus. However, such an interpretation would ignore the fact that, while these areas do not impact the organization explicitly or directly, they present extensive and powerful managerial and organizational implications implicitly and indirectly. Taking a strict view of the need for explicitness would, to use an awful phrase, be throwing the baby out with the bathwater.

As one of AIS' journals, THCI addresses issues and concerns that many IS scholars have, but with a specific focus on 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 (Zhang, et al., 2002).

As an AIS journal, we must keep mindful of a wide variety of contexts. Not only do we concern ourselves with traditional HCI areas of user understanding, behavior, and performance, but also new areas such as mobile phones, gaming, and social networking. These areas have enormous business, managerial and organizational implications. For instance, there were nearly 300 million handsets sold globally in 2008 (Strategy Analytics, 2009). Video gaming represents a $9.5 billion (US) industry in the United States alone (Entertainment Software Association, 2008). Technology and industrial education has already begun to be affected by the gaming industry, adopting techniques that hold peoples' interest and inspire them to expend greater and greater effort. And social networking has captured the hearts and minds of the majority of today's users, providing interesting implications for advertising, recruiting, and interface design.

As editors we always seek relevance, timeliness, and rigor for our journals. Our submissions should be directly or indirectly relevant to management and organizations, and solve important problems or provide important insights. They should be timely, addressing current issues. To meet that goal, we aim to provide timely and fair reviews, and to publish as quickly as possible in an electronic format.

As for rigor, the HCI research area often suggests the need for a significant body of empirical verification. However, empirical papers cannot address all of the issues deserving of scholarly inquiry. And there is not a single prescribed form of empiricism for the field. Certain research questions lend themselves to experiments; others require surveys to answer, and still others work well with case studies. Non-empirical papers can illuminate by either referring to a large body of empirical work or by inspiring new empirical work, like the excellent article in this inaugural issue (described later).

Although experiments will often find a welcome home in *THCI*, we aim to be methods-agnostic. Indeed, in the HCI field, a good number of influential papers were conceptual, and many had small enough sample sizes to be considered case studies. For an excellent critique of HCI work, we refer the reader to Gray & Salzman's (1998a; 1998b) articles and commentary accompanying them. Needless to say, we intend to enforce enough rigor to prevent a future article from proclaiming that "damaged merchandise" found its way into our journal. The key to preventing "damaged merchandise" in *THCI* is to generalize results and conclusions only to the proper population and circumstances.

WHY WE NEED ANOTHER HCI JOURNAL

There are several existing journals in HCI that publish articles by scholars from a variety of disciplines such as psychology, computer science, and human factors, among others. The "User Experience" (UX) movement spills over to areas such as engineering, design, and information architecture (Quesenbery, et al., 2005; Anderson, et al., 2005), demonstrating the interdisciplinary nature of the field. AIS was invited to an organizing meeting at CHI 2005 where participants formalized an overarching organization called UXnet (http://uxnet.org/) and discussed an "umbrella" of inquiry concerning improvement of the user experience. Leaders of the UX movement deeded that the focus and orientation of AIS offered important contributions, and invited AIS to participate further (Galletta, et al., 2005), hence AIS SIGHCI became one of the organizations contributing to UXnet.

Having gained entrance to the UXnet community, we, the members of SIGHCI, had to determine whether we had enough people to make significant contribution. A valid question was raised: were there enough HCI researchers in the IS field? Could we generate a critical mass to sustain a new journal?

There was much evidence to provide positive answers to these questions. The Minnesota Experiments (Dickson, et al., 1977), the most visible early HCI experiments in the IS field, addressed some of the fundamental HCI issues within the IS context. The research stream and provided subjects and technologies to support multiple PhD dissertations, including a thesis by Izak Benbasat, who has inspired a large number of IS HCI students.

In a survey of IS researchers conducted nearly two decades ago, Teng and Galletta (1991) found that 10 percent of IS researchers who responded to a survey indicated an interest in HCI. It was sixth in a long list of 37 topics mentioned by respondents. As effort in some of the topics has diminished over time (for example, Decision Support

Systems was #1 at that time), effort in HCI has increased. A 2002 survey (Zhang, et al. 2002) revealed that at least 25 percent of the papers in *MIS Quarterly, Information Systems Research,* and *JAIS* had relevance to HCI. However, those journals tend to focus on the IS discipline as a whole. Authors of highly specialized papers sometimes hesitate to submit their papers there. *THCI* is meant to be a long-overdue, welcome home for specialized HCI papers.

Further evidence of the supply of HCI researchers within the AIS community is the size of the AIS Special Interest Group on HCI (SIGHCI). It is one of the largest of the 33 AIS SIGs as of March 2009.

Finally, during our feasibility study of the new journal, the majority of the participating SIGHCI members and other HCI scholars believed that there would be enough authors to submit papers; that there would be enough readers; and that the field is ready for such a new journal.

JOURNAL DIRECTIONS

Zhang and Li (2005) provided a model that was developed more fully in Zhang and Galletta's introduction to the first of their two volumes in the AMIS series (Zhang and Galletta, 2006). The model shows that the HCI perspective from the vantage point of the IS field takes into account not only the technology and the human, but two crucial additional aspects are the context and the user's tasks. We believe that broad contexts provide an exciting and rich backdrop for HCI studies, and *THCI* aims to fill that formidable but worthwhile role.

Journals are shaped profoundly by their early issues, and we realize that the issues we produce over the coming year will be crucial in the journal's development. In the first issue of the *MIS Quarterly,* Gary Dickson (1977) stated, "Obviously it will take several issues to establish our editorial identity and the flavor of our journal." (p. iii) When Blake Ives took over as editor of the *Quarterly* fifteen years later, he said, "As long as our standards remain high [our authors] will continue to favor us with their best work" (Ives, 1992; p. iv). We not only understand these comments, but take them to heart as we embark on this journey.

Our editorial philosophy is that we strive to recognize promise in papers submitted to *THCI*, to promptly help authors (especially inexperienced authors) develop their papers, and to help publish these papers, either in *THCI* or elsewhere. This philosophy involves employing a discerning but constructive and empathetic set of senior editors and a high-quality editorial board. Extra care will be applied to differentiating flaws that are superficial from those that are fundamental; too often, review teams mistake the former as the latter. We seek to avoid rejecting promising papers, prevent delays in handling non-promising papers, and focus on research and manuscript development. We aim at developing and publishing a wide variety of HCI-related topics and methodologies, especially the kind of work that may seem less than perfect or complete but can stimulate critical thinking and push the discipline further. Our philosophy also suggests a quick turnaround process that recognizes and rewards well-constructed manuscripts and pushes the manuscripts through the review process more quickly.

STATEMENTS OF SCOPE AND DEFINITIONS

It is important to note that "Transactions" journals intend to fulfill the role of high-quality, peer-reviewed research outlets that serve a specific research area. Topics of interest to AIS *THCI* include, but are not limited to, the following:

- The behavioral, cognitive, motivational and affective aspects of human and technology interaction
- User task analysis and modeling; fit between representations and task types
- Digital documents/genres; human information seeking and web navigation behaviors; human information interaction; information visualization
- Social media; social computing; virtual communities
- Behavioral information security and information assurance; privacy and trust in human technology interaction
- User interface design and evaluation for various applications in business, managerial, organizational, educational, social, cultural, non-work, and other domains
- Integrated and/or innovative approaches, guidelines, and standards or metrics for human-centered analysis, design, construction, evaluation, and use of interactive devices and information systems
- Information systems usability engineering; universal usability
- The impact of interfaces/information technology on people's attitude, behavior, performance, perception, and productivity
- Implications and consequences of technological change on individuals, groups, society, and socio-technical units
- Software learning and training issues such as perceptual, cognitive, and motivational aspects of learning

- Gender and information technology
- The elderly, the young, and special needs populations for new applications, modalities, and multimedia interaction
- Issues in HCI education

The official language of the journal is English. The publication frequency is quarterly: four issues per year to be published in March, June, September, and December.

CATEGORIES OF PUBLICATIONS

THCI considers the following categories of manuscripts:

- Original Empirical Research (ER): The article contributes original and significant results, is grounded in theory, and presents empirical evidence of the verity of claims.
- Theory and Review (TR): The article presents the development of a new theory without theory testing, or a critical review of specific areas of research, or critical comparisons of theories. Critical reviews or theory comparisons are expected to contribute deep insights into an area of research and provide a foundation for further development of the research area.
- Research Note (RN): The article makes an important contribution of an empirical nature or presents discussions that relate to an important methodological issue. Compared to an Original Empirical Research article, a Research Note article tends to focus less on theory and coverage of the literature.
- Issues and Opinions (IO): The article adds insights to well-developed and well-articulated statements concerning emerging, paradoxical, or controversial research issues. Compared to a Research Note article, an Issues and Opinions article emphasizes rigorous articulations of novel ideas and views rather than being empirical or methodological in nature.
- Research Commentary (RC): The article is often invited by Editors-in-Chief (EICs) and authored by senior scholars to discuss research streams, methodological approaches, or insights into the future of research fields or areas.
- Letters to Editors (LE): These articles are authors' replies to existing articles or elaborations on them.

In addition, *THCI* will publish editorials that reflect the editors' views on various issues related to the journal and editors' introductions to articles to be published in each issue. Editorials will also be used as invited pieces by AIS or SIGHCI offices to share their views on special occasions or on certain issues, or used by guest editors to introduce special issues.

IN THIS INAUGURAL ISSUE

We are pleased to share with you inaugural statements from AIS President, AIS VP for Publication, and AIS SIGHCI officials. We are very happy to launch the journal with an intriguing Theory and Review piece by Jenny Preece and Ben Shneiderman entitled, "The Reader-to-Leader Framework: Motivating Technology-Mediated Social Participation." Preece and Shneiderman demonstrate that our concept of "users" has become obsolete in these days of Web 2.0. Networks with user-contributed content contain many types of users, in a hierarchy in ascending order. At the bottom are *readers*, who absorb the content. The next level involves *contributors*, who provide some of the content. Some of these move on to become *collaborators*, who work with others to provide content. Finally, some become *leaders*, who manage and/or govern the sites. By adopting this perspective, firms and groups can have a richer set of titles and functions, and can better plan for, and manage, electronic communities. We are excited that these fine, established, and well-known scholars chose to submit their paper to *THCI* and we anticipate that this paper will have a significant and lasting impact on the field.

FINAL WORDS

We have many individuals to thank. We thank our advisors, Izak Benbasat, John M. Carroll, Phillip Ein-Dor, Paul Gray, Jenny Preece, Gavriel Salvendy, Ben Shneiderman, Jane Webster and K. K. Wei, for their wise comments on early drafts of our proposal, their advice on many issues and concerns, and their willingness to steer us through the tough but exciting journey of launching a new journal. We thank our senior editors, Fred Davis, Mohamed Khalifa, Anne Massey, Lorne Olfman, Kar Yan Tam, Dov Te'eni, and Susan Wiedenbeck, for their commitment to carry the heavy load of the brand new journal without hesitation. We thank our associate editorial board members for their willingness to serve the new journal. We thank AIS President David Avison, AIS VP for Publication Guy Fitzgerald, AIS Executive

Director Pete Tinsley, and the AIS Council for their strong support of this endeavor, for their keen interest in expanding the publication base of AIS, and for providing necessary resources. We thank officers and members of SIGHCI for their enthusiastic reaction to and support for our proposal for *THCI*. We thank our Deans, Liz Liddy of the School of Information Studies at Syracuse and John Delaney of the Katz School at the University of Pittsburgh for their understanding and support. Finally, we are deeply in debt to our spouses for their tolerance of yet another endeavor that will undoubtedly reduce "quality time" at home and shift household responsibilities unfairly in their direction.

We believe that a final word is in order. In several of the new editor's "Comments" columns that we found in the top journals, the new editor taking over for a previous one commonly explained his or her new initiatives and stated that there should be no implication taken that the previous editors had left the house in disarray. We recognize that journals evolve from simpler beginnings to more complex and larger operations. We hope that we can leave this journal at the end of our terms to editors who can make it better and fill in any gaps we might have left.

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ABOUT THE AUTHORS

Dennis Galletta Past President of the Association for Information Systems (AIS), an AIS Fellow, and Professor of MIS at the Katz School, University of Pittsburgh. He obtained his Ph.D. in MIS from the University of Minnesota. His research interests cover end-user behavior, attitudes, and performance. His articles have appeared in journals such as *Management Science, Information Systems Research (ISR), Journal of Management Information Systems, European Journal of Information Systems, Communications of the ACM, Decision Sciences, Data Base,* and *Information and Management.* He has served on several editorial boards, including *ISR, MIS Quarterly, Canadian Journal of Administrative Sciences,* and *Journal of AIS,* and is senior editor of *JAIS* and *Data Base.* He is a co-founder and co-Editor-in-Chief of *AIS Transactions on Human-Computer Interaction.* His research studies have also been featured in outlets such as *BusinessWeek, Wall Street Journal, Computerworld,* and CNN Television. He has co-published a two-volume collection of research on human-computer interaction in the MIS field for Vladimir Zwass's series on Advances in Management Information Systems. He has provided keynote speeches at conferences in the U.S., China, Mexico, Brazil, and on board the Disney Wonder cruise ship. He taught undergraduate information systems courses on the fall 1999 voyage of Semester at Sea. He won a "Developmental Associate Editor Award" at the *MIS Quarterly* in 2006. He introduced the concept of Special Interest Groups to AIS. He served as the ICIS Treasurer from 1994 to 1998, was a member of AIS Council representing the Americas in 1996 and 1997, chaired the first Americas conference for AIS (and introduced electronic submissions and registration to the IS field), was program co-chair for ICIS 2005 and AMCIS 2003, was Editor-in-Chief of AISWorld from 2004-2006, and was ICIS Doctoral Consortium co-chair in 2008. He will co-chair the ICIS 2011 conference in Shanghai.

Ping Zhang is a Professor in the School of Information Studies at Syracuse University. Her research interests include the intellectual development of information related fields; human-centeredness in ICT development, evaluation and use; affective, cognitive, motivational and behavioral aspects of individual reactions towards ICT; and the impact of ICT design and use on individuals, organizations, societies and cultures. She publishes in information systems, human-computer interaction and information science journals and conference proceedings. She is co-editor (with Dennis Galletta) of two edited books on HCI and MIS of the *Advances in MIS* series (by M.E. Sharpe, 2006), and is co-author (with Dov Te'eni and Jane Carey) of the first HCI textbook for non-CS students (by John Wiley, 2007). Dr. Zhang has received 4 Best Paper awards, 2 nominations for best paper awards, an excellence in teaching award, and an outstanding service award. She and Dennis Galletta are founding Editors-in-Chief for *AIS Transactions on Human-Computer Interaction*. In addition, she is Senior Editor for the *Journal of Associations for Information Systems* (JAIS), former Associate Editor for the *International Journal of Human-Computer Studies (IJHCS)* and *Communications of Association for Information Systems (CAIS)*, on the editorial board of *Journal of Management Information Systems (JMIS)* and *Journal of Database Management*, and a guest senior editor of 7 special issues for *Journal of Association for Information Systems (2004 and 2008)*, *Journal of Management Information Systems (2005)*, *International Journal of Human-Computer Studies (2003 and 2006)*, *International Journal of Human Computer Interaction (2005)*, and *Behavior & Information Technology (2004)*. Dr. Zhang is co-founder and the first chair (2001-2004) of Association for Information Systems (AIS) Special Interest Group on Human-Computer Interaction (SIGHCI). She received her PhD in Information Systems from the University of Texas at Austin, and M.Sc. and B.Sc. in Computer Science from Peking University, Beijing, China.

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