



HCI International 2024

29 June - 4 July 2024

Washington Hilton Hotel, Washington DC, USA

Call for Participation Embracing Hybrid Research Practices for Effective Adoption Evaluation

Saturday, June 29, 13:30 pm – 17:30 pm

Organizer(s): Brent Heckerman (USA), Sammy Gupta (USA)

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Aim of the workshop

The workshop has two main goals:

1. Share and evolve ideas about applied research appropriate to the topic of accelerating and measuring user adoption of complex public or private systems.
2. Engage in collaborative co-creation of hybrid research approaches.

Expected workshop outcomes

- A synthesized, legitimized view of hybrid research methods that can be employed by entities implementing technology systems that impact many people in their ecosystem.
- Shared ideas of accelerating and measuring user adoption in many different types of user ecosystems – large and small companies, cities, individuals, social groups, etc.
- Develop potential collaborative paper on the topic of hybrid research applied to understanding, measuring and accelerating adoption.

Workshop topics

1. Embracing the Messy: Navigating the Challenges and Opportunities of Hybrid Methods:

Theme: Highlight the unique complexities and benefits of using mixed methods (qualitative and quantitative) in adoption evaluation, particularly in the context of hybrid research practices.

Topics: Discuss challenges like data integration, ethical considerations, and skillsets needed for hybrid approaches. Explore opportunities for richer insights,

triangulation, and addressing diverse user populations.

2. Quantifying the Qualitative: Leveraging Data Analytics for Deeper Understanding:

Theme: Focus on utilizing data analytics tools and techniques to extract meaningful insights from qualitative data (interviews, observations) within hybrid evaluations.

Topics: Showcase specific data analysis methods like thematic analysis, sentiment analysis, and network analysis applicable to HCI research. Discuss challenges like bias mitigation and data visualization in qualitative analysis.

3. Centering Equity and Inclusion in Hybrid Adoption Evaluation:

Theme: Emphasize the importance of designing and conducting hybrid evaluations that are inclusive and address issues of power, privilege, and accessibility.

Topics: Discuss strategies for recruiting diverse participants, ensuring ethical data collection and analysis, and mitigating bias in hybrid research methods. Explore how hybrid approaches can contribute to understanding the adoption experiences of marginalized communities.

4. From Adoption to Impact: Demonstrating the Value of HCI Research in the Real World:

Theme: Bridge the gap between adoption evaluation and real-world impact by focusing on how hybrid research practices can inform the design and implementation of effective technologies.

Topics: Discuss strategies for communicating research findings to stakeholders, policymakers, and funding agencies. Explore how hybrid evaluations can contribute to evidence-based decision-making and policy development.

5. The Future of Hybrid Research Practices in Adoption Evaluation:

Theme: Look ahead to emerging trends and challenges in hybrid research methods, particularly in the context of HCI and adoption evaluation.

Topics: Discuss the potential of new technologies like AI and machine learning for data analysis in hybrid research. Explore ethical considerations and responsible research practices in the evolving landscape of hybrid methodologies.

6. Bridging the Gap Between Theory and Practice

Theme: How can hybrid research practices (combining qualitative and quantitative methods) provide a more nuanced understanding of real-world adoption and use of HCI technologies?

Topics: Case studies of successful and unsuccessful technology adoption, analyzed through both user interviews and quantitative data on usage patterns.

7. From Policies to People: Unveiling the Human Side of Public Technology Policy Adoption in Cities.

Topics:

- Beyond the Numbers: Qualitative approaches to understanding citizen motivations, barriers, and experiences with public policies.
- Designing for Adoption: Leveraging HCI principles to create user-friendly policy interfaces, communication strategies, and feedback mechanisms.
- Data Stories for Impact: Using data visualization and storytelling to communicate policy effectiveness and engage stakeholders.
- Ethics in Action: Addressing privacy concerns, algorithmic bias, and digital divides in policy implementation and evaluation.
- Collaboration for Change: Building partnerships between city officials, researchers, and community members to co-design and evaluate effective policies.

8. Adoption of Mobile Productivity Apps.

Topics:

- Beyond the App Store: Tracking Real-World Use and Habits: Discuss methods like user diaries, activity tracking, and contextual surveys to understand how employees actually use productivity apps in their daily workflow.
- Frictionless Workflow Integration: Analyze data from app usage and context to identify points of friction in workflow integration and identify opportunities for improving app design and user experience.
- Beyond Individual Adoption: Fostering Team Collaboration: Explore how hybrid research can inform the design of productivity tools that promote effective collaboration and communication within teams.

9. Other Industry Examples – EV, Autonomous vehicle:

Theme: "Beyond the Hype: Humanizing the Future of Mobility with HCI in EV and Autonomous Vehicle Adoption"

Subtopics:

User Needs in the Driver's Seat: Understanding user expectations, safety concerns, and trust issues in EV and autonomous vehicles.

- Designing for Seamless Transitions: Creating intuitive interfaces and user experiences for charging stations, car-sharing services, and autonomous driving.
- Accessibility for All: Addressing the needs of diverse users, including people with disabilities, in the design and implementation of new mobility systems.
- Ethical Considerations: Navigating the challenges of data privacy, algorithmic decision-making, and potential social inequalities in autonomous vehicle development.
- The Road Ahead: Exploring the future of mobility through emerging HCI technologies like AR/VR, voice interfaces, and personalized mobility experiences.

Workshop agenda

Time	Program event
13:30 - 13:40	Opening remarks
13:40 - 15:20	Review of authors' submissions
15:20 -15:30	Breakout group assignments
15:30 – 16:00	Refreshments Break
16:00 – 16:25	Breakout group co-creation / synthesis
16:25 – 17:20	Open discussion / synthesis
17:20 – 17:30	Closing remarks

Guidelines to prospective authors

Submission for the Workshop

Prospective authors should submit their proposals in PDF format through the HCII [Conference Management System \(CMS\)](#).

Short papers (6 pages, but no less than 4 and no more than 8) will be accepted for review. Work in progress, position talks, or preliminary results are welcome.

Submission for the Conference Proceedings

The contributions to be presented in the context of Workshops will not be automatically included in the Conference proceedings.

However, after consultation with the Workshop Organizer(s), authors of accepted workshop proposals that are registered for the conference are welcome to submit, through the HCII [Conference Management System \(CMS\)](#), an extended version of their workshop contribution to be considered, following further peer review, for presentation at the Conference and inclusion in the “Late Breaking Work” conference proceedings, either in the LNCS as a long paper (typically 12 pages, but no less than 10 and no more than 20 pages), or in the CCIS as a short paper (typically 6 pages, but no less than 4 and no more than 8). The submission deadline for the camera-ready papers (long or short) for the “Late Breaking Work” Volumes of the Proceedings is the 24th of May 2024.

Workshop deadlines

Submission of workshop contributions	1 May 2024
Authors notified of decisions on acceptance	7 May 2024
Finalization of workshop organization and registration of participants	10 May 2024

Workshop Organizer(s)

Workshop Facilitators



Brent Heckerman

CEO & Founder, Planet of the Pups

Brent has spent 25 years in the fields design, research, and strategy.

From 2016-2018 his company D-Fusion Design and Strategy serviced 8 industries across 9 countries. Brent is currently a senior supply chain consultant and is a certified Outcome Driven Innovation practitioner.

Brent is the founder of Planet of the Pups, a ready to make meals for canines startup.

Brent lives in Cincinnati where his two sons attend the University of Cincinnati.



Sammy Gupta

Supply Chain Product Manager

Sammy Gupta brings an impressive 12-year tenure in IT and 7 years of experience as a Product Manager to their current role as Product Manager II at Kroger. His expertise has been instrumental in driving innovative product strategies and fostering significant growth at WSSC, the USA's largest water company, and IGT, a leader in the international gambling sector.

Sammy's passion for innovation extends beyond the professional realm, shaping his approach to product development and management.

Useful links and References

[Outcome-Driven Innovation: JTBD Theory in Practice](#)

These resources from Strategyn form the basis for the adoption evaluation approach to be shared in the workshop.

<https://thereader.mitpress.mit.edu/how-to-build-a-collaborative-city-in-conversation-with-sheila-foster/>

This article discusses what co-cities are and the importance of community involvement. At its root, it is a study about adoption of social policy.

[What if ChatGPT Wrote It?](#) (Example collaborative paper)

Registration regulation

Workshops will run as 'hybrid' events. Participants will have the option to attend either in-person or virtually. The total number of participants per workshop cannot be less than 8 or exceed 25.

Workshops are 'closed' events, i.e. only authors of accepted workshop proposals, registered for the specific workshop, will be able to attend.

Registration for workshops is complimentary for registered conference participants.