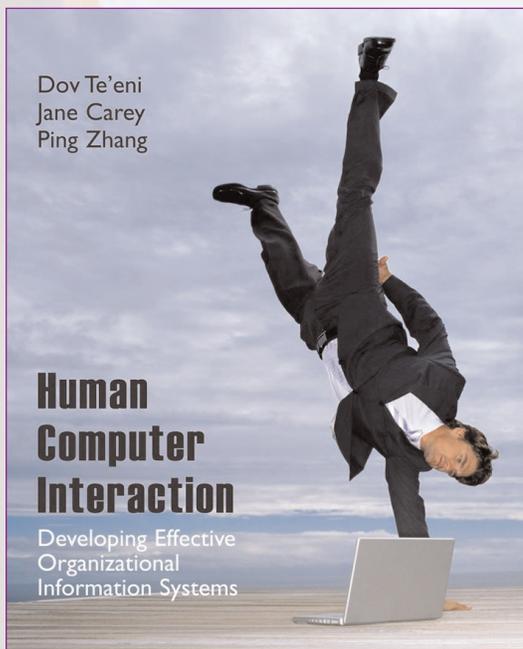


# A Balanced Look at HCI in Business



## HUMAN-COMPUTER INTERACTION: Developing Effective Organizational Information Systems

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0-471-67765-5, 464 Pages, Cloth, ©2007

*Foreword by Izak Benbasat, Professor and Canada Research Chair in Information Technology Management, University of British Columbia*

Written specifically for Information Systems students, Te'eni, Carey, and Zhang's *Human-Computer Interaction: Developing Effective Organizational Information Systems* is the first of its kind. It offers a balanced coverage of the multidisciplinary nature of HCI. It takes a balanced view of the physical, cognitive, and affective aspects of HCI design, and then integrates these aspects in the organizational and business context. The authors emphasize not only "how to," but also "why" or "why not," encouraging students to think critically about HCI issues.

### Features

- Anchors HCI concepts on familiar business practices and a firm foundation of theory.
- The structure of the book follows a natural progression from context (Chapter 2), to theoretical foundations (Chapters 3-6), and then to applications (Chapters 7-11). Chapters 12-14 present the interpersonal, social and global context and future trends.
- Grounds HCI development into the typical modern organizational IS architecture, including system functionalities, data and information management, web-based or other platform front ends, and human interface and interaction.
- Provides a systematic, human-centered approach to HCI development that can be incorporated with modern information systems analysis and design for developing effective organizational information systems.
- Presents an international perspective, demonstrating culturally diverse designs and emphasizing the need to be sensitive to national and cultural idiosyncrasies.
- A running case is revisited in each chapter to illustrate various issues at different stages of HCI development.
- Multiple illustrations, ancillaries, and examples allow the reader to use various "ways of knowing" or intelligences to learn and understand the material.
- Instructor's companion site features PowerPoint slides, Instructor's Manual, and Test Bank.

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# Praise for

## HUMAN-COMPUTER INTERACTION: Developing Effective Organizational Information Systems

“ User-friendly function has been the sine qua non of HCI for a long time. Unfortunately, though, it’s been difficult to find a reader-friendly textbook, one accessible to readers who have not majored in computer science and are most interested in interactive systems in real-world settings. This book focuses on the organizational and managerial contexts of interactive systems, fulfilling, at long last, the HCI community’s duty to provide a genuinely reader-friendly HCI textbook. Essential reading for anyone interested in how HCI fits into their work, their relationships, or their life generally. ”

— Jimwoo Kim, *Professor of HCI, Yonsei University*

“ Human-Computer Interaction (HCI) is not just for Computer Science anymore! It is re-inventing itself as the kernel of the new proto-discipline of Information. It’s wonderful to see the concepts and techniques of HCI brought to life in the context of decision support, project management, enterprise resource planning, and other business applications. ”

— John M. Carroll, Edward M. Frymoyer *Chair Professor of Information Sciences and Technology, Pennsylvania State University*

“ Given the huge increase in the use of business systems, there is unprecedented need to focus on the interface to boost productivity and customer satisfaction. This book provides a business-oriented approach to HCI that has been lacking in our curricula. It is not a ‘watered-down’ approach to HCI, as are some technological adaptations to business. On the contrary, it tightly anchors the principles and methods of HCI design in theories especially appropriate for the organizational context. Pedagogically, the material is organized with simple frameworks that are useful and sensible, tying together the complex topics with ease. This is a book I will use. ”

— Dennis Galletta, *Professor of Business Administration, University of Pittsburgh*

“ As a multidisciplinary field, HCI has been crying out for a text that integrates the business, computer science, and psychology aspects of the field. This volume is long overdue for the business school market. I applaud the authors for writing the first of many more editions of this text. ”

— Jane Webster, *Professor of Management Information Systems, Queen’s University*

### Contents

1. Introduction
2. Organizational and Business Context
3. Interactive Technologies
4. Ergonomic Engineering
5. Cognitive Engineering
6. Affective Engineering
7. Evaluation
8. Design Principles and Guidelines
9. Tasks in Organizational Context
10. Componential Design
11. HCI Development Methodology
12. Interpersonal – Relationship, Collaboration and Organization
13. Social and Global Issues
14. Meeting the Changing Needs of IT Development and Use

