About the Contributors

**Anabela Mesquita** is Professora Adjunta at ISCAP (School of Accountancy and Administration of Porto). Since 2007 she is the Vice Dean of ISCAP. She is also Member of the Agoritmi Center at Universidade do Minho. Her research interests include Knowledge and Innovation Management, Impact of Information Systems in Organization, Life Long Learning at Higher Education level and e-learning. She has been involved in several European and National research projects. She has published numerous papers in various international journals and Conference Proceedings. She serves as Member of the Editorial Board and referee for the IGI Global. She also serves as Associate Editor of the *Information Resources Management Journal* and is the Editor in Chief of the *International Journal of Technology and Human Interaction*. She serves as referee of the *Journal of Cases of Information Technology*. She has also been evaluator and reviewer for European Commission projects.

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**Sylvie Albert**, Doctorate in Business Administration, Certified Economic Developer and Human Resource Manager, is Assistant-Professor of Strategy in the Faculty of Management at Laurentian University since 2004, and President of the management consulting firm Planned Approach Inc. since 1997. This is her second book dealing with online communities. Dr. Albert is a researcher and evaluator for selection of the Top 7 International Intelligent Community Awards, a member of the Council of Ontario Universities, and a former Director of two Ontario (Canada) provincial boards on community development dealing with telecommunication innovation. Dr. Albert has acted as Project Manager and advisor on many telecommunication networks across Canada and has been called upon to assist government in drawing policy and planning for regional telecommunication project development and evaluation. She was also a Municipal Director of Economic Development (1992-1997), and a Human Resource Consultant (1986-1992).

**Marco De Boni** is a senior scientist at Unilever Research, where he leads projects in automated dialogue for health and wellbeing. He previously worked as a senior lecturer at Leeds Metropolitan University and prior to that as a database consultant and game designer. He enjoys multidisciplinary research and has a wide range of research interests, ranging from the ethics of computing to automated psychotherapy.
Åsa Cajander is a Ph.D. student Human-Computer Interaction (HCI) from Uppsala university, Sweden. In 2006 she finished her licentiate thesis in HCI that addressed how basic values and perspectives affect the work with usability, user-centred design and occupational health issues. Her current research focuses on the introduction of user-centred systems design and usability in organizations, and the facilitation and understanding of such an organizational change from a human perspective. Åsa’s research aims at influencing practice as well as gaining understandings and knowledge, hence she does applied research in real life settings. Åsa also has several years of industrial expertise as an IT consultant.

Adrian David Cheok is Director of the Mixed Reality Lab, National University of Singapore. He is Associate Professor in the Department of Electrical and Computer Engineering. He is Full Professor in Keio University, Graduate School of Media Design from April 2008. He has previously worked in real-time systems, soft computing, and embedded computing in Mitsubishi Electric Research Labs (Osaka, Japan). He has been working on research covering mixed reality, human-computer interfaces, wearable computers and ubiquitous computing, fuzzy systems, embedded systems, power electronics.

Yong Soon Choi, is a researcher of Interaction Design in Mixed Reality Lab in National University of Singapore, Singapore, he is doing Fashion Communication Project and Huggy Pajama Project, and he received his B.A. in Fashion Design from the Design College of Kookmin University in Seoul, Korea, and subsequently M.A. in Interactive Design from the Graduate School of Techno Design of Kookmin University. Fluent in Interactive Design, YongSoon has worked on a variety commercial projects of Web Programming & User Interface Design & Graphic User Interface Design and He was also involved DTV Motion GUI Project (Samsung Electronic) in Home Network Scenario Project (with ETRI) and Digital Mirror and Auditory User Interface (with ICU) Projects as a Interaction Designer and Planner and He studied and wrote seven papers that are related on User friendly Wearable Interface and Wearable Interaction. and He attended five exhibitions with his wearable concept designs. now His current interest and research area is the wearable Interface and interaction and especially, in the communication of user emotions using the light, color, pattern and shape changing in the smart clothing types and smart objects.

Ellen Christiansen, professor, PhD, head of the research unit eLearning Lab, Center for User driven Innovation. Learning, and Design. Key research interests are design of Human Computer Interaction in ecologies of innovation and knowledge sharing, with and emphasis on participation and learning based on based on activity theory, hermeneutics, and Gregory Bateson’s epistemology.

Marie Eneman is a PhD student and lecturer at the department of Applied IT at the university of Gothenburg, where she also is part of the research group IT & Innovation. Marie is carrying out research within the area of child pornography and information technology, with a focus of the technology involved. She also studies the phenomenon of grooming. The empirical material consists of Swedish court records and police records of all child pornography crimes during the period of 1993-2007 and of semi-structured interviews with offenders convicted of child pornography. Marie applies a critical approach in her research and is active within the international critical informations systems research field. The issues of child pornography, grooming and ICT is the focus of her doctoral thesis.
Elina Eriksson is a Ph.D. student in Human-Computer Interaction (HCI) from Uppsala University, Sweden. Her research interests include usability and user-centred systems design with a special interest in the sense making process and organisational change. Elina does applied research with an action research approach in cooperation with different organizations.

Don M. Flournoy, Ph.D., is a Professor of Telecommunications in the School of Telecommunications, Ohio University, Athens. His research interests lie in the application of information and communication technologies (ICTs) to the solution of human problems. He is the author of seven books, including The Broadband Millennium: Communication Technologies and Markets, Chicago: International Engineering Consortium, 2004, and hundreds of scholarly articles and papers. From 1990-2007, Dr. Flournoy was Director of the Ohio University Institute for Telecommunications Studies. He is the founding Editor, Online Journal of Space Communication (www.spacejournal.org), and serves as Education VP on the board of the Society of Satellite Professionals International (www.sspi.org), the professional development association of the satellite and space industry. Prof. Flournoy holds an undergraduate degree from Southern Methodist University (1959), and graduate degrees from the University of London-UK (1961) and the University of Texas (1965). He was Assistant Dean, Case Institute of Technology, Cleveland (1965-1969); Associate Dean, State University of New York/Buffalo (1969-71); Dean of the University College at Ohio University (1971-81).

Jan Gulliksen is a professor in Human-Computer Interaction at Uppsala university, Sweden. He has an MSc in Engineering Physics and a PhD in systems analysis. He conducts research within usability and user-centred design and has been involved in a number of action research projects in cooperation with public authorities. Jan is the Swedish expert in ISO standardization within Software ergonomics and Human-centred design. Currently he also works as a Usability Designer and Management Consultant with Frontwalker/IT-arkitekterna in Sweden.

Chin-Lung Hsu is an associate professor in the department of Information Management at National Taipei College of Business, Taipei, Taiwan. He received B.S., M.B.A and Ph.D. degrees from National Taiwan University of Science and Technology, Taipei, Taiwan, in 1997, 1999 and 2004, respectively. Dr. Hsu’s articles have appeared in Information & Management, Omega, Computers in Human Behavior, International Journal of Computer Application in Technology, and Information Management & Computer Security and International Journal of Mobile Communications. His research interests include electronic commerce and internet marketing.

Robert Hurling is a programme leader at Unilever Research, leading a range of projects developing internet and mobile phone based systems that help people change their health behaviour. His research interests include the explicit and implicit mechanisms underlying behaviour change, integration of coaching psychology frameworks into automated systems, and advances in the field of positive psychology. He is a Chartered Psychologist with 20 years research experience.

Netta Iivari has a doctoral degree in information systems from University of Oulu and a master’s degree in cultural anthropology from University of Jyväskylä. Currently, she works as an assistant professor at the Department of Information Processing Science at the University of Oulu. She received
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**Tonja Molin-Juustila** is a senior lecturer at the Department of Information Processing Science at the University of Oulu. She has more than 10 years experience in teaching and supervising working in both educational and research projects. In 2006 she completed her doctoral dissertation on “Cross-functional interaction during the early phases of user-centered software new product development: reconsidering the common area of interest”. In addition to multidisciplinary interaction and user-centered development approach to information technology design, her current interest lies in technology supported participatory urban design as well as citizens’ participation in the development of their technology-rich everyday environments in more general.

**Pankaj Kamthan** has been teaching in academia and industry for several years. He has also been a technical editor, participated in standards development, served on program committees of international conferences, and is on the editorial board of a number of journals including the Information Resources Management Journal. His research interests include Conceptual Modeling, Software Quality, and Interactive Systems Engineering.

**Anne Marie Kanstrup**, Associate professor, PhD, MA, is an experienced researcher in the field of design of Information and Communication Technology (ICT) from a Human Centered perspective. She teach at BA and MA-level, supervise PhD-students, and she has managed several research projects on user-driven IT-innovation within the areas health informatics, green technology, e-government, and e-learning. She has authored and co-authored more than 40 scientific papers, reports, and book chapters and has edited books, proceedings and journal issues.

**Iordanis Kavathatzopoulos** is Associate Professor of Psychology and Human-Computer Interaction at Uppsala University, Sweden. His interests are in the areas of assessment and development of personal skills and organizational processes behind construction and running of usable Information Technology Systems. He has constructed special instruments for the evaluation of IT systems usability, such as Avl-index, and investigated the structure and dynamics of informal cooperation and cognitive support between IT systems users.

**Pekka Ketola** is a User Experience manager for Nokia NSeries. He has 13 years of experience in UI design, Usability engineering and User Experience management. He has studied and trialled the ways how user experience related activities can be integrated with mobile device development.
About the Contributors

Philip J. Kitchen, is Professor of Strategic Marketing at the University of Hull Business School, Hull, UK where he directs a major research centre in Marketing (CMCIS). He is Editor of the Journal of Marketing Communications. He is a prolific author of books and articles. He was listed in ‘The Top 50 Gurus who have influenced the Future of Marketing’ in 2003. He is a Fellow of CIM, RSA, HEA and Member of the Institute of Directors. Professor Kitchen is currently Visiting Professor at the University of Malaya, and Affiliated Professor at the ESC Rennes School of Business, France.

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Wei Liu received her Master in Electrical and Computer Engineering from National University of Singapore. She is currently Research Fellow at Mixed Reality Lab, National University of Singapore. Her current research interest includes Mixed Reality technology and its application in Education and interactive media. She has built the first mixed reality classroom on science modules for a primary school in Singapore and worked on several mixed reality entertainment systems.

Charissa Lim Mei-Ling received her Master from Wee Kim Wee School of Communication and Information, NanYang Technology University, Singapore and her research interest is human-computer interaction.

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Roshan Lalintha Peiris is a Research Engineer in the Mixed Reality Lab at the National University of Singapore. He received his B.Sc. Electrical Engineering from the University of Moratuwa, Sri Lanka and currently specializes in embedded systems and robotics. He has a range of industrial experience in fields including electrical systems, electrical motors, energy auditing, industrial automation systems, robotics and embedded systems. He has worked at Lanka Transformers Pvt Ltd as an Electrica Engineer and has served as a temporary lecturer at University of Moratuwa, Sri Lanka and Lasalle College of Arts, Singapore teaching in the areas of Electrical Measurements and Embedded Systems. Roshan has a keen interest in human computer interaction, human robot interaction, mixed reality, tangible interfaces and robotics.

Olli Pitkänen holds a doctorate in information technology, a master’s degree in software engineering, and a master’s degree in laws. He has worked as a researcher and a teacher at Helsinki University of Technology and at Helsinki Institute for Information Technology HIIT (http://www.hiit.fi) since 1993. In 1999-2001 and 2003, he was a visiting scholar at University of California, Berkeley. Currently, he is also a visitor at The Interdisciplinary Centre for Law and Information & Communication Technology, K.U. Leuven, Belgium. His research interests include legal, societal, and ethical issues related to digital services and information and communication technologies (ICT). Prior to academia he had worked as a software engineer and practiced law.

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**Virpi Roto** is a principal scientist at Nokia Research Center, Finland. She has 15 years of experience in HCI and the usability field. Recently, she has investigated the foundations of user experience and how a large company can integrate user experience evaluation methods into development processes.

**James K. S. Teh**, who was born in Johor, Malaysia, is a PhD candidate at the Electrical and Computer Engineering Department, National University of Singapore. He obtained his Bachelor of Computer Engineering degree at the same university in 2005. The current focus of his research thesis is in the area of remote affective communication and haptic interaction. He has previously worked as an intern in the Technology Growth Center, NBC Universal in Los Angeles, USA and as a research intern in the C&C Innovation Research Lab, NEC in Nara, Japan. He has published his work in the Personal and Ubiquitous Computing Journal, Computer-Human Interaction (CHI) conference and International Symposium on Mixed and Augmented Reality (ISMAR) conference.

**Bengt Sandblad** is a professor in Human-Computer Interaction at Uppsala University. He has extensive experiences from teaching and research concerning usability of IT systems in professional work situations since more than 25 years. One important focus has been on work environment problems, e.g. cognitive problems, in computer-supported work. Another focus has been on the design of future work processes using a vision seminar process. Here the work organization processes and environment can be developed in parallel with new, efficient and usable IT systems. Applications have been made in different sectors of working life such as health care, process and traffic control and administrative work.

**Mariarosaria Taddeo** graduated in philosophy at the University of Bari with a MA thesis on the Symbol Grounding Problem. She is a European PhD student at the Faculty of Philosophy of the University of Padua and at the IEG (Information Ethics Group), University of Oxford. Her research for the PhD thesis is concerned with the epistemic and ethical implications of the occurrences of E-trust in distributed systems.

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Russell Williams is a Lecturer in Management at the University of Aberdeen Business School, Scotland. Whilst having taught a number of subjects within Business, his current teaching focus is in the area of marketing and e-business. In addition to his teaching, Russell has published widely with articles appearing in Management Decision, Managerial Auditing Journal, Organization Development Journal, Marketing Intelligence and Planning, European Business Review, Journal of Electronic Commerce Research etc. Beyond teaching and research, Russell has also worked as a mentor on government supported small business accelerator growth programmes.