HCI International 2020

19-24 July 2020, AC Bella Sky Hotel and Bella Center, Copenhagen, Denmark

CCD 2020

12TH INTERNATIONAL CONFERENCE ON CROSS-CULTURAL DESIGN

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

http://2020.hci.international/ccd

Chair
P. L. Patrick Rau (rpl@tsinghua.edu.cn)

The increasing internationalization and globalization of communication, business and industry is leading to a wide cultural diversification of individuals and groups of users who access information, services and products. If interactive systems are to be usable, useful, and appealing to such a wide range of users, culture becomes an important HCI issue. Therefore, HCI practitioners and designers face the challenges of designing across different cultures, and need to elaborate and adopt design approaches which take into account cultural models, factors, expectations and preferences, and allow to develop cross-cultural user experiences accommodating global users.

The Cross-Cultural Design (CCD) Conference, an affiliated conference of the HCI International Conference, arrived at its 12th edition and solicits papers from academics, researchers, industry and professionals, on a broad range of theoretical and applied issues related to Cross-Cultural Design and its applications.

The related topics include, but are not limited to:

- Cross-cultural communication
- Cross-cultural interaction
- Cross-cultural management
- Cross-cultural product and service design
- Cultural differences
- Culture and psychology
- Design for social change in global markets
- Design for social development
- Developing HCI expertise and capability worldwide
- International ethnographic studies
- International standards
- International usability evaluation
- Cross-cultural training
- Cross-cultural negotiation
- Culture shift
- Communication barriers
- Intercultural business communication
- Organizational culture under globalization
- Leadership in the global company

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