Press Release

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ACM SIGCHI Workshop Breaks New Ground in Human-Computer Interaction:
New event explores how user-centered design can support international development

San Jose, CA (19 April, 2007) -- The new workshop *User Centered Design and International Development* (*UCD4D*) will be in the spotlight at CHI 2007 — the premiere international conference for Human-Computer Interaction — as participants from all over the world draw together to explore how UCD practices can meet the unique challenges posed by international community and economic development.

CHI 2007 is celebrating its 25th anniversary from April 28 to May 3 in San Jose, California with the theme "Reach Beyond", which commemorates the past and embraces the future. The workshop, which takes place on April 28, 2007, is designed to help international participants explore differences between developed and developing world contexts, learn from challenges that others have encountered, and develop new and rewarding partnerships.

Response to the workshop has been tremendous. Following a call for papers, fifty-five submissions were received — more than double the number traditionally received for such an event. In addition, about 37 participants from 15 countries all over the world, including China, Zimbabwe, Trinidad & Tobago, Sri Lanka, Malaysia, Korea, and India are flying in to attend this landmark event.

"The attention that UCD4D has attracted is amazing — far beyond what we were expecting," said Susan Dray of Dray & Associates, one of the workshop's key organizers. "With such a rich diversity in attendance, we are expecting to cultivate a wonderful synergy between the participants." Papers accepted for discussion at the workshop include "Mobile and Immersive Learning for Literacy in Emerging Economies", which discusses the challenges of using IT to increase literacy in India; "A

Cultural Appropriation of Usability Engineering and Participatory Design practices — A Nambian Experience", which tells the personal story of adapting HCI tools and techniques to a new cultural and geographical milieu; and "Establishing Relationships for Designing Rural Information Systems", which describes the application of values-sensitive design and participative design within rural Guatemala.

"Everybody who's involved in this workshop has a desire to make a difference in the world by using their skills in user- centered design," said David Gilmore, Technical Program Chair. "CHI 2007 is proud to be unveiling this cutting-edge workshop for the first time."

To encourage as diverse an attendance as possible, workshop organizers successfully lobbied the ACM Special Interest Group on Computer Human Interaction (SIGCHI) — CHI 2007's official sponsor — and the National Science Foundation (NSF) to subsidize the travel expenses of attendees from developing countries. Grants from the two organizations will enable workshop organizers to support 13 participants. Human-Computer Interaction is a critical discipline dedicated to improving the interaction between users and computers by making computers more user-friendly and receptive to user needs. The impact of Human-Computer Interaction on our society has grown immensely over the past 25 years, and CHI again provides a unique venue for professionals, academics, and students to discuss the most contemporary issues and make connections on a global stage.

Organizations contributing to the financial support of CHI 2007 include (Hero Level) Intel Corp.; (Champion Level) Cisco Systems, Inc.; Cooper; Google, Inc.; Intuit; Microsoft Corp.; the National Science Foundation (NSF); SAP AG; Sun Microsystems, and Yahoo! Inc.

About ACM

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