



HCI International 2011

9-14 July 2011, Hilton Orlando Bonnet Creek, Orlando, Florida, USA

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HCI International 2011 invites you to participate in the international forum for the dissemination and exchange of up-to-date scientific information on the theoretical, generic, and applied areas of Human-Computer Interaction (HCI). The conference will be held on July 9-14 2011, at Hilton Orlando Bonnet Creek, Orlando, Florida, USA.

Professor Ben Shneiderman (University of Maryland, USA) will be the keynote speaker at the Opening Plenary Session on Monday, July 11, 2011. His address is entitled: "Technology-Mediated Social Participation: The Next 25 Years of HCI Challenges"

Professor Shneiderman's talk will highlight "the potential for employing social media for national priorities such as disaster response, healthcare/wellness, community safety, and energy sustainability." His research agenda describes new socio-technical theories and how to apply them to improve social media design.

Professor Shneiderman observes that "for the first time in history much of what we do is online, and for the first time in history it is possible to access that information, analyze it, and visualize it to see patterns, relationships, and conflicts."

Professor Shneiderman is a member of the U.S. National Academy of Engineering and has recently co-authored the book *Analyzing Social Media Networks with NodeXL*, which explores how one may access data from email, Twitter, Facebook, Flickr, Youtube and other social media sources, and then extract insights to trending topics, current events, political controversies, commercial products, or personal relationships.

Professor Shneiderman will be available during the conference for interviews and press meetings.

The Conference Program is available at: <http://www.hciei2011.org/program>

For more information, please visit the Conference website: <http://www.hciei2011.org>