# Introduction to the Minitrack Human-Computer Interaction in the Digital Economy

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As the Human-Computer Interaction (HCI) minitrack continues to evolve we have witnessed new and exciting avenues for exploration. In 2006, this minitrack was developed to provide an outlet for a variety of HCI research streams from a variety of disciplines. In 2013, we began including the disciplines neuroscience and design science. With the ever-increasing role of information systems in all aspects of society, we moved the minitrack to the *Internet and Digital Economy* track in 2018, with the focus on the role of *Human-Computer Interaction in the Digital Economy*. Whereas traditional desktop computers continue to be important and widely used information systems—especially in organizational and home office settings—the area of human computer interaction has broadened considerably, with a proliferation of input devices, contexts, and form factors. At the same time, the design of the human-computer interface continues to be a crucial factor influencing users' affective and cognitive reactions and behaviors. These trends—and others—contribute to the continued need for theory-based HCI research in a variety of contexts and domains. Our aim is to get a truly cross-disciplinary understanding of HCI that informs research and impacts design practices.

The papers selected for the competitive HCI minitrack draw on this rich cross-disciplinary tradition. Given that HCI continues to evolve, we aim to provide a forum for the exchange of novel thoughts and ideas. We believe that together with a panel session, the five papers accepted for this minitrack will provide interesting and thought-provoking discussions that will be relevant for both research and practice. The accepted papers provide a cross-section of HCI and interface design issues in general and emerging contexts.

In the first paper, "Harder and Smoother on Touchscreens? How Interaction Mode Affects Consumer Product Judgment," Zhenhui Jiang and Yang Liu investigate how emerging technologies, such as touchscreens and gesture controllers, affect consumers' product judgment and find that consumers may mis-attribute device characteristics to the focal product being evaluated. In the paper "Data Collection Interfaces in Online Communities: The Impact of Data Structuredness and Nature of Shared Content on Perceived Information Quality," Mahed Maddah, Roman Lukyanenko, Debra VanderMeer, and Binny Samuel investigate the interacting effects between the nature of content online users wish to share and the degree of data structure on the perceived quality of the information content generated. The third paper, titled "PDF Accessibility of Research Papers: What Tools are Needed for Assessment and Remediation?" focuses on the issue of accessibility. Given that a majority of research papers published in PDF format are inaccessible for people with disabilities, Hans-Peter Hutter, J. Bern Jordan, Alireza Darvishy, Aravind Jembu Rajkumar, and Jonathan Lazar use interviews, surveys, and usability testing to gain an understanding of the tools needed for content creators to create accessible content when publishing papers in PDF format. In the fourth paper, "The Effects of Ex Ante Informational Social Influence on Web Interface Design Ratings," Daniel Soper examines how the ratings that a person assigns to a web interface can be manipulated if that person is provided in advance with information about the opinions of a reference group. In the final paper, "The Polite Pop-Up: An Experimental Study of Pop-Up Design Characteristics and User Experience," Anna Sigríður Íslind and Sara Willermark explore the user experience of a "polite pop-up" at an e-commerce website and provide increased insights into the relation between pop-ups and user satisfaction as well design implications for user-centered design.

With the HCI minitrack celebrating its 15th anniversary, we conclude the minitrack with a panel discussion titled "Grand Challenges for HCI Research in 2020 and Beyond," where our panelists discuss their visions of the future of HCI research.

We would like to sincerely thank the researchers who contributed to this minitrack. Also, we would like to express our thanks for the outstanding efforts put forth by the many reviewers who helped ensure that the papers presented in this minitrack are both interesting and relevant to the HCI field.

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