

# CALL FOR PAPERS: workshop at [EuroITV 2010](#) on Methods for User Studies of Interactive (TV) Technologies

Tampere, Finland, 9<sup>th</sup> June  
2010

## WEBSITE

<http://usit.ieis.tue.nl/>

## SUBMISSION DEADLINE (Extended!)

22nd March 2010

## ORGANIZERS

Paul Marrow, BT Innovate & Design, UK

Lydia Meesters, Eindhoven University of Technology, the Netherlands

Marianna Obrist, HCI & Usability Unit, ICT&S Center, University of Salzburg, Austria

## SCOPE

The purpose of this workshop is to share experience on how to prepare user studies around interactive TV and related technologies, including newly emerging services on mobile devices, in different contexts and for diverse target users. Finding and applying the right method for capturing users' experiences is challenging. We are all familiar with qualitative and quantitative methods, going out into the field and performing user studies in a laboratory setting. But how can we identify which method is the most appropriate one, and which should be combined to get the user feedback? These and other questions will be discussed within this workshop based on the organizers' expertise and the participants' own experience. Contributions from the audience will be combined with interactive discussions based on practical examples, namely selected scenarios for user studies and user experience evaluation.

## TARGET AUDIENCE

The workshop aims to attract experienced researchers as well as practitioners and designers in the field of user experience studies, using diverse methods. Both researchers and applied practitioners are concerned with the evaluation of interactive TV and related services. Their major goal is to find the right methodological approach in order to provide the designers and developers of interactive systems the most valuable feedback on users experiences. Within this workshop, the participants will have the chance to learn from each other and to extend their own expertise on methods for performing user studies and evaluating interactive technologies.

## FORMAT

About half of the workshop, depending on the amount of submissions, will consist of a series of short presentations by the authors of accepted submissions, with time for questions after each.

Following the presentations an interactive session will take place based around a number of scenarios for studying user experience in different application areas (e.g. interactive TV, mobile services), which will be prepared by the organizers taking the submitted position papers into account. All participants in the workshop will be able to focus on particular scenarios and discuss which methods would be most appropriate to each scenario.

At the end of the interactive session conclusions will be drawn from each scenario, resulting in a joint poster as an outcome from the workshop. This will be presented to the overall EuroITV2010 conference audience. Moreover, the organizers intend to summarize the workshop results in a white paper for future activities on this workshop topic.

## SUBMISSIONS

Submissions to the workshop are invited in the form of a position paper (no longer than 2 pages in the EuroITV 2010 ACM format, but without the copyright statement on the first page) about research or practice they have been involved with related to the topics described above. Submissions should be sent to [usit@ieis.tue.nl](mailto:usit@ieis.tue.nl). For more information see the workshop website: <http://usit.ieis.tue.nl/>

All submissions will be reviewed by members of the program committee, and by the organizers. Submissions will be selected on the basis of the relevance of the work described and the interests and familiarity with the topic exhibited. Accepted papers will be published in the EuroITV 2010 adjunct proceedings.

## IMPORTANT DATES

22nd March 2010 Paper submission deadline

8th April 2010 Author notification

22nd April 2010 Camera-ready copy submission deadline

9th June 2010 Workshop

10<sup>th</sup>-11<sup>th</sup> June 2010 EuroITV 2010 <http://www.euroitv2010.org/>

## PROGRAM COMMITTEE

(Confirmed members, for changes see website.)

- Kathrin Damien, Alcatel-Lucent, Germany
- David Geerts, K.U.Leuven, Belgium
- Sue Hessey, BT Innovate & Design, UK
- Bart Knijnenburg, Eindhoven University of Technology, the Netherlands
- Marie-Jose Montpetit, MIT, USA
- John de Vet, Philips Consumer Lifestyle, the Netherlands