



HCI International 2013

15th International Conference
on Human-Computer Interaction
21-26 July 2013, Las Vegas, NV, USA
The Mirage Hotel
www.hcii2013.org

Call for Participation

for an affiliated conference
in the context of HCI International 2013

CCD 2013

Fifth International Conference on Cross-Cultural Design

Chair: Patrick Rau, P.R. China

The worldwide scope of the World Wide Web and the globalization of the IT market bring about the imperative need to design appealing interactive experiences for cultures and communities with very different characteristics and requirements. The objective of this conference is to provide an international forum for the dissemination and exchange of knowledge on cultural and linguistic differences, cross-cultural, international and global design methods and practices, and related case studies. The conference solicits papers reporting results, covering a broad range of research and development activities on a variety of related topics.

The HCII 2013 Conference Proceedings will be published by **Springer** in a multi-volume set. Papers will appear in volumes of the LNCS and LNAI series. Extended Poster abstracts will be published in the CCIS series. All volumes will be available on-line through the SpringerLink Digital Library, readily accessible by all subscribing libraries around the world, and will be indexed by a number of services including EI and ISI CPCI-S.

Areas of interest of the CCD 2013 Conference include, but are not limited to those listed here:

- Case studies
- Cross-cultural product and service design
- Cultural differences
- Design for social change in global markets
- Design for social development
- Developing HCI expertise and capability worldwide
- Globalization processes
- International ethnographic studies
- International formatting
- International standards
- International usability evaluation
- Internationalization
- Localization
- Translation and technical documentation