

Minitrack Title: Computer Mediated Communication: Business Applications, Multimedia, and Social Interactions in the new Digital World

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Description:

Computer-Mediated Communication (CMC) technologies continue to develop quickly, enabling new forms of communication. Indeed, new Internet-based tools and technologies are changing many business and educational processes. For example, web-based live text chat and co-browsing have been used to enhance the user experience during online customer service processes. Agents, avatars, and automatic payment systems have been used to assist users in online purchasing. In addition, hyper video and e-books are now widely used in e-learning, and highly personalized user interfaces using tools such as RSS and gadgets are rapidly gaining popularity.

Given the novelty of these tools and technologies and their potential for reengineering business and educational processes, the theme of the mini-track is (1) to understand and explore the design, use, and evaluation of innovative CMC tools and technologies, and (2) to advance theories and construct theoretical models to improve our ability to understand and explain their impact.

Possible Topics:

This mini-track encourages theoretical and empirical (both quantitative and qualitative) studies drawing from various research disciplines. Studies using innovative research methodologies or multi-methods are especially welcome. Potential topics include but are not limited to:

- Development of frameworks and taxonomies for assessing innovative Internetbased CMC tools and technologies
- Theories and research models concerning the design, use, and evaluation of innovative CMC tools and technologies
- Applications of innovative CMC tools and technologies in web-based businessand education
- Applications of innovative Internet-based CMC tools and technologies in interpersonal and group communication
- Impact of innovative CMC tools and technologies on the behavior of individuals, groups, and organizations
- Qualitative analysis of the components, process, and context of innovative CMC tools and technologies