ISTeC **Colorado State University**

The Information Science & Technology Center

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Colorado State University's
Information Science and Technology Center (ISTeC)
presents <u>two</u> lectures by

Dr. Gavriel Salvendy
Tshinghua University, P.R. China
Chaired Professor and Head,
Department of Industrial Engineering;
Purdue University, Professor Emeritus,
School of Industrial Engineering

ISTeC Distinguished Lecture
in conjunction with the
Electrical and Computer Engineering Department and
Computer Science Department Seminar Series

"ISTeC 101: How to Increase Your IT Research Impact"
Monday, March 22, 2010
Reception: 10:30 a.m.
Lecture: 11:00 – 12:00 noon
Location: Lory Student Center Room 215

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Special Seminar on Human-Computer Interaction
sponsored by ISTeC

"HCI - Lessons Learned from Research and Practice"
Monday, March 22, 2010
Lecture: 2:00 – 3:00 PM
Location: Lory Student Center Room 224

ABSTRACTS

"ISTeC 101: How to Increase Your IT Research Impact"

This seminar will present a broad overview of IT research, with a particular emphasis on human-computer interaction (HCI). A global perspective will be provided, with specific examples from China where interest in IT, and specifically in HCI, is growing rapidly. (For example, over three million viewers paid to watch a one-hour nationally televised lecture on Ergonomics and HCI presented by the speaker.) In fact, government agencies in China are proposing to have national laboratories established that would assign every IT product and service an "index of usability," that would pressure the IT industry to increase their emphasis on HCI related R&D, which currently accounts for less than one percent of their revenues.

"HCI - Lessons Learned from Research and Practice"
Case studies will be presented dealing with the design and operation of both simple and complex systems. Specific examples include: (a) the development and validation of user-centered search tools for the internet, (b) perceptual and cognitive aspects of incorporating information visualization in graphical user interfaces, (c) a model for reduction of human error in the use of database systems and (d) mental workload prediction in single and multi-task environments.

SPEAKER BIOGRAPHY

Dr. Gavriel Salvendy (http://www.ie.tsinghua.edu.cn/Salvendy/) is a Chaired Professor and Head of the Department of Industrial Engineering at Tsinghua University, P.R. China and an emeritus professor of Industrial Engineering at Purdue University. He is the author (or co-author) of over 500 research publications including over 270 journal papers, with his publications having appeared in seven languages. His main research deals with the human aspects of design, operation, and management of advanced engineering systems. In 1990, Dr. Salvendy became the first member of either the Human Factors and Ergonomics Society or the International Ergonomics Association to be elected to the National Academy of Engineering ("for fundamental contributions to and professional leadership in human, physical, and cognitive aspects of engineering systems"). He is one of only four people in the world (in the last 45 years) to have received an Honorary Doctorate from the Chinese Academy of Sciences and has received the Friendship Award presented by the People's Republic of China, which is the highest honor the Chinese government confers on foreign experts. In 2007, he received the John Fritz Medal from the American Association of Engineering Societies, which is the engineering profession's highest award. He has also received numerous awards for excellence in education, including John L. Imhoff Global Excellence Award for Industrial Engineering Education, presented by the American Society for Engineering Education, and the Outstanding Educators Award from the International Ergonomics Association. Dr. Salvendy is a fellow of multiple societies including the Ergonomics Society, the Human Factors and Ergonomics Society, the Institute of Industrial Engineers, the International Ergonomics Association, and the American Psychological Association.

To arrange a meeting with the speaker, please contact Dr. Tony Maciejewski at (970) 491-6600 or aam@engr.colostate.edu

ISTeC (Information Science and Technology Center) is a university-wide organization for promoting, facilitating, and enhancing CSU's research, education, and outreach activities pertaining to the design and innovative application of computer, communication, and information systems. For more information, please see ISTeC.ColoState.edu.

Both lectures are open to the public.