

1. Record Nr.	UNINA9910865259603321
Autore	Nah Fiona Fui-Hoon
Titolo	HCI in Business, Government and Organizations : 11th International Conference, HCIBGO 2024, Held as Part of the 26th HCI International Conference, HCII 2024, Washington, DC, USA, June 29 – July 4, 2024, Proceedings, Part I // edited by Fiona Fui-Hoon Nah, Keng Leng Siau
Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Springer, , 2024
ISBN	9783031613159 9783031613142
Edizione	[1st ed. 2024.]
Descrizione fisica	1 online resource (383 pages)
Collana	Lecture Notes in Computer Science, , 1611-3349 ; ; 14720
Altri autori (Persone)	SiauKeng Leng
Disciplina	5,437 4,019
Soggetti	User interfaces (Computer systems) Human-computer interaction Education - Data processing Computer networks Computer systems Electronic commerce Machine learning User Interfaces and Human Computer Interaction Computers and Education Computer Communication Networks Computer System Implementation e-Commerce and e-Business Machine Learning
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Intro -- Foreword -- HCI International 2024 Thematic Areas and Affiliated Conferences -- List of Conference Proceedings Volumes Appearing Before the Conference -- Preface -- 11th International Conference on HCI in Business, Government and Organizations (HCIBGO 2024) -- HCI International 2025 Conference -- Contents - Part I -- Contents - Part II -- Digital Commerce and Marketing -- The

Impact of Virtual Shopping Presentation Modes on Consumer Satisfaction and Purchase Intention -- 1 Introduction -- 2 Related Works -- 2.1 Virtual Shopping -- 2.2 Purchase Intent -- 3 Methods -- 3.1 Hypothesis -- 3.2 Methodology -- 3.3 A. Sample and Data Collection -- 3.4 Measures -- 4 Data Analysis and Results -- 4.1 One-Sample T-Test -- 4.2 Two-Way ANOVA -- 4.3 Regression Analysis -- 5 Conclusion and Suggestions -- References -- Investigating Consumer Attitudes Toward Recessive Advertising in Short-Form Videos -- 1 Introduction -- 2 Data Collection -- 3 Identification of Recessive Advertising -- 3.1 Recessive Ad Feature Extraction -- 3.2 Developing a Model for Consumers' Identification of Recessive Advertising -- 4 Consumers' Attitudes Toward Recessive Advertising -- 4.1 Developing an Sentiment Analysis Model -- 4.2 Results of Sentiment Analysis -- 5 Conclusion -- References -- Digital Trends Changing Solution Selling: An Overview of Use Cases -- 1 Introduction -- 2 Theoretical Foundations -- 2.1 Solution Selling Process -- 2.2 Digital Trends -- 3 Digital Trends Changing Solutions Selling -- 3.1 Artificial Intelligence -- 3.2 XR -- 3.3 Digital Information Platform -- 3.4 Digitized/Intelligent/Digital Products -- 4 Discussion and Conclusion -- References -- Influence of Streamer Characteristics on Trust and Purchase Intention in Live Stream Shopping -- 1 Introduction -- 2 Theoretical Background -- 2.1 Live Stream Shopping in Europe. 2.2 Role of Streamers in Live Stream Shopping -- 2.3 Literature Review -- 2.4 The Author of This Paper has Developed the Procedure for the Literature Research and Analysis Based on [23-26] -- 3 Research Model -- 3.1 Attractiveness -- 3.2 Expertise -- 3.3 Trustworthiness -- 3.4 Purchase Intention -- 4 Methodology -- 4.1 Online Survey -- 4.2 Survey Sample -- 5 Results -- 5.1 Descriptive Statistics -- 5.2 Statistical Tests to Verify the Research Questions -- 6 Discussion -- 7 Conclusion -- References -- Are Dark Patterns Self-destructive for Service Providers?: Revealing Their Impacts on Usability and User Satisfaction -- 1 Introduction -- 2 Related Work -- 2.1 Taxonomy of Dark Patterns -- 2.2 Deceived Users and Methods of Deception -- 3 Study Design -- 3.1 Participants -- 3.2 Research Method -- 3.3 Task-Based Survey -- 3.4 Employed Dark Patterns -- 3.5 Questionnaire Survey -- 3.6 Methods for Distinguishing Users Deceived by Dark Patterns from Those Not Deceived -- 4 Result -- 4.1 Task Duration -- 4.2 Usability and Satisfaction Evaluation -- 4.3 Net Promoter Score Evaluation -- 4.4 Individual Differences -- 5 Discussion and Limitations -- 5.1 Discrepancy in Disadvantages Between Users Who Were Deceived and Those Who Were Not -- 5.2 Factors Contributing to Increased Susceptibility to Disadvantages Caused by Dark Patterns -- 5.3 Limitations -- 5.4 Ethical Consideration -- 6 Conclusion -- References -- Designing Inspiration: A Study of the Impact of Gamification in Virtual Try-On Technology -- 1 Introduction -- 2 Theoretical Background -- 2.1 Service Encounter and Virtual Try-On -- 2.2 The Stimulus-Organism-Response Model -- 3 Mixed-Methods Approach -- 4 Study 1: Identifying Relevant Gamification Features -- 4.1 Methodology -- 4.2 Results -- 5 Study 2: Analyzing Relationships -- 5.1 Methodology -- 5.2 Results -- 6 Discussion -- 6.1 Key Findings. 6.2 Theoretical and Practical Implications -- 6.3 Limitations and Outlook -- 7 Conclusion -- References -- Virtual Influencers' Lifecycle: An Exploratory Study Utilizing a 4-Stage Framework of Planning, Production, Debut, and Retirement -- 1 Introduction -- 2 Related Works -- 2.1 Concept and Characteristics of the Virtual Influencer -- 2.2 The Importance of Virtual Influencer Marketing -- 2.3 Exploring Ethical Terrain on Virtual Influencers -- 3 4-Stage Framework -- 3.1

Planning -- 3.2 Production -- 3.3 Debut -- 3.4 Retirement -- 4
 Discussion -- References -- Exploring the Impact of Virtual Influencers
 on Social Media User's Purchase Intention in Germany: An Empirical
 Study -- 1 Introduction -- 2 Conceptual Framework -- 2.1 Literature
 Review on the State of Research on Human Virtual Influencers -- 2.2
 Theoretical Model and Variables -- 3 Research Design -- 4 Results --
 4.1 Measurement Validation -- 4.2 Hypotheses Tests -- 5 Conclusion
 -- 5.1 Discussion and Business Implications -- 5.2 Limitations
 and Future Research -- Appendix 1: Operationalization
 of the Constructs -- References -- Assessing the Influence Mechanism
 of Media Richness on Customer Experience, Trust and Swift Guanxi
 in Social Commerce -- 1 Introduction -- 2 Related Work
 and Hypotheses Development -- 2.1 Media Richness -- 2.2 Consumer
 Psychological Factors -- 2.3 Social Commerce -- 3 Method -- 3.1
 Sample -- 3.2 Variables -- 4 Results -- 4.1 Data Analysis and Model
 Estimation Results -- 4.2 Moderation Analysis of Control Variable -- 5
 Discussion -- 5.1 Theoretical Contributions -- 5.2 Practical
 Implications -- 6 Conclusion and Future Research -- References --
 Artificial Intelligence in Business -- ChatGPT and the Medical Industry:
 A Topic Modeling of Online Discussions by Medical Professionals -- 1
 Introduction -- 2 Topic Modeling Method -- 2.1 Data -- 2.2 Data
 Preprocessing.
 2.3 Latent Dirichlet Allocation -- 3 Results -- 3.1 Latent Topics -- 3.2
 Topic Dynamics -- 4 Discussion -- 4.1 Mechanism of ChatGPT
 and Hallucinations -- 4.2 ChatGPT for Medical Education and Training
 -- 4.3 ChatGPT for Medical Diagnoses -- 4.4 Job Replacement by AI --
 5 Implications and Conclusion -- References -- Exploring
 Segmentation in eTourism: Clustering User Characteristics in Hotel
 Booking Situations Using k-Means -- 1 Introduction -- 2 Related Work
 -- 2.1 User Segmentation in eTourism -- 2.2 Personalization Strategies
 in Online Hotel Booking Situations -- 3 Methodology -- 3.1 Content
 Mining and Multiple Linear Regression -- 3.2 Adaptive Choice Based
 Conjoint Analysis -- 3.3 K-Means Clustering Approach -- 4 Results --
 4.1 Cost-Conscious Eco-Bookers (CCEB) -- 4.2 Green-Urban Deal
 Hunters (GUDH) -- 4.3 Social-Proof Assurance Seekers (SPAS) -- 4.4
 Budget-Only Focused Minimalists (BOFM) -- 4.5 Luxury-Quality
 Connoisseurs (LQM) -- 5 Discussion -- 6 Concluding Remarks
 and Limitations -- References -- Keywords Effectiveness in Textile
 Product Sales Performance: A Case Study of the Shopee Website -- 1
 Introduction -- 2 Literature Review -- 3 Methodologies -- 3.1 Data
 Sources and Data Collection -- 3.2 Data Cleaning and Organization --
 3.3 Data Analysis Procedures -- 4 Results -- 4.1 Sales Performance
 of T-shirts -- 4.2 Sales Performance of Underpants -- 4.3 Influence
 of Product Locations -- 5 Discussions and Conclusion -- 5.1 Academic
 Implications -- 5.2 Practical Implications -- 5.3 Limitations and Future
 Research Direction -- References -- Predictive Analysis for Personal
 Loans by Using Machine Learning -- 1 Introduction -- 2 Literature
 Review -- 2.1 Application of Machine Learning Models in the Finance --
 2.2 Combining Machine Learning Models with Personal Loan Prediction
 -- 3 Research Methodology -- 3.1 Data Source.
 3.2 Feature Preliminary Analysis -- 3.3 Brief Review of Machine
 Learning Models -- 3.4 Assessing Model Predictive Metrics -- 4
 Research Methodology -- 4.1 Model Comparison -- 4.2 Robustness
 Check -- 4.3 Key Factors for Applying Personal Credit Loans -- 5
 Conclusion -- References -- UX-Optimized Lottery Customer
 Acquisition Processes Through Automated Content Creation:
 Framework of an Industry-University Cooperation -- 1 Customer
 Acquisition Processes in the German Social Lottery Market -- 2 Chances

and Risks (not only) for Starts-Ups in the German Gambling Market -- 2.1 The German Gambling Market -- 2.2 Challenges (not only) for a Climate Lottery Start-Up -- 3 Potentials of Personalization and UX-Improvement for a Climate Lottery -- 4 A Framework for AI-Implementation -- 5 Recommendations and Conclusions -- References -- Application of Machine Learning in Credit Card Fraud Detection: A Case Study of F Bank -- 1 Introduction -- 2 Literature Review -- 2.1 Application of Machine Learning Models in the Finance -- 3 Research Methodology -- 3.1 Data Source -- 3.2 Data Imbalancing Treatment -- 3.3 Brief Review of Machine Learning Models -- 4 Research Methodology -- 4.1 Model Comparison -- 4.2 Robustness Check -- 5 Conclusion -- References -- Explainable AI in Machine Learning Regression: Creating Transparency of a Regression Model -- 1 Introduction -- 2 Regression for Statistical Inference: Understanding Relationships -- 3 Regression for Machine Learning: Predicting a Continuous-Valued Numeric Outcome -- 3.1 Feature Selection Using Forward Selection -- 3.2 Creating Model Transparency -- 3.3 Visualizing Model Performance with a Fitting Graph -- 4 A More Complex Example -- 4.1 Building the Polynomial Regression Model -- 4.2 Visualizing Performance with a Fitting Graph -- 5 Discussion -- References. Designing for AI Transparency in Public Services: A User-Centred Study of Citizens' Preferences.

Sommario/riassunto

This two-volume set of HCIBGO 2024 constitutes the refereed proceedings of the 11th International Conference on HCI in Business, Government and Organizations, held as part of the 26th International Conference, HCI International 2024, which took place in from June 29 - July 4, 2024 in Washington DC, USA. Two volumes of the HCII 2024 proceedings are dedicated to this year's edition of the HCIBGO conference. The first covers topics related to Digital Commerce and Marketing, Artificial Intelligence in Business, and Workplace, Well-being and Productivity. The second focuses on topics related to Teleworking and Virtual Collaboration, and Improving User Experience and Service Efficiency.
