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### SEACHI 2022 Symposium: Bringing equality, justice, and access to HCI and UX agenda in Southeast Asia region

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# SEACHI 2022 Symposium

Bringing Equality, Justice, and Access to HCI and UX Agenda in Southeast Asia Region

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## ABSTRACT

Southeast Asia that consists of eleven countries, has been proud of its way of life and rich culture and is generally happy to maintain its long comforting tradition. However, the region cannot deny that its diverse population and strategic location have become a center of attention for global players to invest in the region. With the emergence of Industry 4.0, digital transformation has become mandatory for any organizations or nations in Southeast Asia to consider. Through SEACHI (Southeast Asian CHI) Symposium, we aim to grow awareness in HCI and UX to improve the design and development of technology for a living and bring together the Southeast Asian academic researchers and industry practitioners. As HCI is maturing in Asia, we identified the remarkable growth and needs of HCI in the Southeast Asian community. In this symposium, we have several questions that we would like to answer: To what extent the HCI and UX that has been taught and practiced in Southeast Asia met the needs to support the digital transformation initiatives in the region; whether there has been any significant and proper contextualization of the HCI and UX fields; whether HCI and UX are still perceived as a Western mindset instead of a localized approach to make a difference in any projects; whether HCI and UX have become a standard norm in the digital product and design process and how HCI and UX players in Southeast Asia have worked together to create a unique ecosystem. Under the big conference theme “Equity, Justice and Access Commitments,” the symposium aims to bring about equal and fair access for anyone to exchange information and transfer knowledge in this multidisciplinary environment and multi-socioeconomic aspects of research and practice HCI and UX in Southeast Asia.

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## CCS CONCEPTS

• **Human-centered computing**; • **Human-computer Interaction (HCI)**;

## KEYWORDS

Southeast Asia, HCI, UX, Community, Industry, Academic, Practitioners, Researchers, Equality, Justice and Access

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## 1 INTRODUCTION

Southeast Asia consists of eleven majority economically lean countries with impressive diversity in religion, culture, and history, which are Brunei, Burma (Myanmar), Cambodia, Indonesia, Laos, Malaysia, the Philippines, Singapore, Thailand, Timor-Leste, Vietnam. These nations have been proud of their way of life and rich culture, and are generally happy to maintain their comforting long tradition.

However, the region cannot deny that its richness in a diverse population and strategic location has become a center of attention for global players to invest in the region. This region is bordered internationally with East Asia (Northern part), South Asia and Bay of Bengal (Western part), Oceania and the Pacific Ocean (Eastern part), and Australia and Indian Ocean (Southern part). Due to its international strategic location, Southeast Asia is considered one of the most dynamic areas of the world economically. Trade among Southeast Asian countries has a long tradition, which has brought them through massive journeys of colonialism, struggle for independence, economic and political wars.

In terms of population, Indonesia, for example, is the fourth most populous country in the world. This makes Indonesia and

its neighboring Southeast Asian countries perfect fertile soils for global players to expand their markets for sales, product, and service development. With a limited understanding of the regions, these global players are always in deep need to engage local players to be part of their product and service expansion.

With the emergence of Industry 4.0, digital transformation has become mandatory for any organizations or nations in Southeast Asia to consider. Transforming technology from an automated digital tool to become a customized and flexible mass production tool that can maintain itself and communicate amongst each other is part of the process. This change requires independent operation or human cooperation to create a customer-centered production environment to ensure that each of the machines would be able to communicate with each other, collect data, analyze and advise upon it.

Originating from the Western world, the HCI field was initially considered a foreign and new field for most people in the region. HCI as a multidisciplinary field that covers both hard and soft skills need to position itself in this unique and complex environment. The divide between hard technical skills like Machinery, Computer Science, Engineering and soft skills like psychology, design, communication, cognitive science is big. Combining and transitioning between these two worlds requires a lot of effort and resources, as a lot of mindsets need to be changed because the actual digital technology system can be changed.

SEACHI (Southeast Asian CHI) Symposium is an initiative to grow awareness in HCI and UX to improve the design and development of technology for a living and bring together the Southeast Asian academic researchers and industry practitioners to CHI conference started back in 2015 by the first, second, and third authors. The symposium was known as ASEAN CHI Symposium, but we later named it SEACHI symposium in 2016. This symposium later became the starting point of many initiatives in Southeast Asia as well as the rest of Asian regions.

The symposium was consistently held until 2016. In 2016, we conducted another similar conference under the name SEACHI Symposium at CHI Conference. In this symposium, we explored the roles of HCI and UX for the development of Smart Cities in Southeast Asia, whose development is strongly related to cultural heritage, history, political, economic, social, and technological contexts.

At the end of 2016, the first author approached the Japanese HCI communities to join forces with SEACHI symposium. We also started to promote widely throughout Asia and invite academic researchers and industry practitioners from different parts of Asia in 2017 to become part of the symposium. We later named the symposium Asian CHI Symposium because we believed we needed to unite to have a stronger community and representative in Asia. We are privileged to have been able to lead continually and organize the Asian CHI symposiums with a broader community, both young and senior, from the academics and industries from 2017 to 2021.

From 2017-2021, we expanded the symposium to engage not only the Southeast Asian researchers and practitioners but young researchers and practitioners from the whole Asian region. The symposium aimed to bring together young and senior researchers from the academics and industries in one forum to exchange ideas and foster social networks in the field of HCI.

As the HCI field is maturing in Asia, we identified the growth of HCI in the Southeast Asian community has been unique. The region has now become a busy playground for global players to introduce to and transform the community with their new digital products and services. Schools, universities, communities, and private institutions increasingly offer quick fixes to provide knowledge and skills in HCI and UX to fill the gaps in this digital transformation era.

There are several questions in the agenda that we would like to answer by organizing this specific SEACHI Symposium:

1. To what extent the HCI and UX that has been taught and practiced in Southeast Asia have meet the needs to support the digital transformation initiatives in the region;
2. Whether there have been any significant and proper contextualization of the HCI and UX fields; whether HCI and UX are still perceived as a Western mindset instead of a localized approach to make a difference in any projects;
3. Whether HCI and UX have become a standard norm in the digital product and design process.
4. How HCI and UX players in Southeast Asia have worked together to create a unique ecosystem

This symposium welcomes both young and seasoned academia and industry practitioners and provides an excellent opportunity to exchange ideas and information on areas related to HCI and UX to address the specific issues from the Southeast Asia region.

Under the big conference theme “Equity, Justice and Access Commitments”, the symposium aims to bring about equal and fair access for anyone to exchange information and transfer of knowledge in this multidisciplinary environment and multi-socioeconomic aspects of research and practice of HCI and UX in Southeast Asia.

## 2 SYMPOSIUM DAY AND STRUCTURE

This symposium will be conducted fully online considering the current situation in Southeast Asia that does not allow people to easily travel within and outside of the country. This symposium will provide an intimate opportunity for the Southeast Asian HCI and UX community to focus and discuss pressing issues related to the HCI and UX research and practice in the region.

We propose that the event will be conducted either before the CHI 2022 conference or after the CHI 2022 conference to provide a better opportunity for the Southeast Asian community to engage with the wider community during the CHI 2022 conference. The proposed day for running this one-day symposium is on Saturday from 9 am - 4:30 pm (GMT+8) with the following tentative schedule:

09:00 - 09:20 Welcome Remark and Ice Breaking

09:20 - 10:00 Plenary Session

10:00 - 11:00 Paper Session 1: Paper Presentation and Interactive Discussion

(4 papers, 10-min presentation/each)

11:00 - 12:00 Paper Session 2: Paper Presentation and Interactive Discussion (4 papers, 10-min presentation/each)

12:00 - 13:30 Lunch Break

13:30 - 14:30 Paper Session 3: Paper Presentation and Interactive Discussion (4 papers, 10-min presentation/each)

14:30 - 15:30 Paper Session 4: Paper Presentation and Interactive Discussion (4 papers, 10-min presentation/each)

15:30 - 16:30 Interactive Discussion and Closing Remark

## 2.1 The program

For the Plenary Session, we will invite a keynote speaker from academia or industry who has worked in the field of HCI in the Southeast Asian context to give some inspiring insights for the SEACHI community. This 25-minute presentation will be followed by a 10-minute Q&A session.

For the Paper Session, we plan to create a more interactive session where each of the presenters will first share their 3-minute video in advance a few days before the SEACHI 2022 symposium. A thorough instruction on how to make the video will be provided to each of the authors. During the presentation, the presenter will run through the video and can have an additional 5-minute to further talk about their topic and 2-minute for the Q&A from the audience. After 4 presentations in each session, the audience will go to several breakout sessions moderated by the organizers for 10-minute to discuss the topics presented by four presenters. They need to go back to give a quick 1-min summary about the result of the discussion in the break-out room.

For the Interactive Discussion, we will ask all the participants to work again in several breakout sessions for 25-minute to answer a few questions we will provide to the speakers. They will come back to the main room to share the insights they got from the breakout sessions for another 25-minutes. The last 10-minute will be used to announce the best papers and close the SEACHI 2022 Symposium.

## 3 PRE-SYMPOSIUM PLAN

We will set up an official SEACHI 2022 Symposium website that will provide information about the workshop, call for papers and programs. We will promote the SEACHI 2022 Symposium through our official SEACHI Facebook, Twitter, LINE, Instagram, and LinkedIn, in addition, to promote it through relevant SIGCHI mailing lists and channels as well as other relevant channels where we identify to capture the most attention from the prospective participants.

## 4 POST-SYMPOSIUM PLAN

All accepted symposium papers, both Original Works and Showcase, will appear at the SEACHI 2022 Symposium website. The Showcase submission will be linked to the original submission, for example: CHI 2022, CSCW 2021, Interact 2019, etc.

We are currently working on several options for international publications to publish the Original Works. Should there be any cost incurred from this publication separately from the CHI 2022 and SEACHI 2022 Symposium registration, we will inform the prospective authors in advance on the website as well as all Call for Participation promotion. The authors have the option to opt out from the publication.

For the Interactive Discussion, we will ask all the participants to work again in several breakout sessions for 25-minute to answer a few questions we will provide to the speakers. They will come back to the main room to share the insights they got from the breakout sessions for another 25-minutes. The last 10-minute will be used to announce the best papers and close the SEACHI 2022 Symposium.

## 5 CALL FOR PARTICIPATIONS

SEACHI Symposium has grown significantly since its conception in 2015. There has been exponential development of the community

that influences the development of HCI research and practice in Southeast Asia and the rest of Asia.

Under the big conference theme “Equity, Justice and Access Commitments”, the symposium aims to bring about equal and fair access for anyone to exchange of information and transfer of knowledge in this multidisciplinary environment and multi-socioeconomic aspects of research and practice of HCI and UX in Southeast Asia.

This symposium welcomes both young and seasoned academia and industry practitioners and provides an excellent opportunity to exchange ideas and information on areas related to HCI and UX to address the specific issues from the Southeast Asia region.

### 5.1 Types of Submission

This year we welcome two types of submissions; (1) Original Works, and (2) Showcase. The Original Work is the work that has not been published elsewhere, while the Showcase is the work that has been published at any ACM conference or other publication but they are relevant to the topics of the Symposium. Should there be any formal publication for this symposium, we will publish only the Original Work. All submissions will follow the ACM Primary Article Template that can be accessed from here. The maximum numbers of papers are between 5-10 pages including references and acknowledgments. All papers should be submitted anonymously (removal of author names, institutions, related references) through EasyChair.

### 5.2 Reviewing Process

During the review Process, we will assign at least 2 blind reviewers for each submission. The review category will be based on the relevance, contribution, significance, originality and validity. If the papers get accepted, the authors should confirm their participation by sending the camera-ready version of the papers and proof of registration to CHI 2022 Conference and SEACHI 2022 Symposium. If the paper is conditionally accepted, the author must send the updated version by the date provided and if the reviewers are satisfied with the changes, they should send the camera-ready version of the papers and proof of registration.

### 5.3 Shepherding Process

During Shepherding Process is a service for authors whose research output is identified to have potential for contribution in this symposium, yet the output has not yet met the technical requirements for the presentation and publication for this symposium. Shepherding Process is a service for authors whose research output is identified to have potential for contribution in this symposium, yet the output has not yet met the technical requirements for the presentation and publication for this symposium.

### 5.4 Registration

At least one author of each accepted paper must register to the CHI 2022 Conference and SEACHI 2022 Symposium. All attendees of the SEACHI 2022 Symposium must register to the CHI 2022. Any incurred cost for publication (at the later stage) will be distributed equally amongst the authors who have agreed to participate in the publication.

## 5.5 Website

A SEACHI 2022 Symposium website linked to the CHI 2022 website will be developed using Wordpress to share about the symposium and call for paper.

## 6 ORGANIZERS

Dr. Eunice Sari is the CEO and the Co-founder of UX Indonesia. She is a University Research Fellow of Charles Darwin University Australia. Currently, she is the ACM SIGCHI VP for Chapters and part of the Asian Development Committee for Southeast Asia. As a practitioner, Eunice is also a Google Developer Mentor in Product Design and Strategy where she leads a number of global UX projects.

Dr. Masitah Ghazali is an Associate Professor at the School of Computing, a member of ViCubeLab Research Group, and an IT Associate Fellow at UTM Digital Department at Universiti Teknologi Malaysia (UTM). She currently works on mobile-BCI to make it more accessible to people. She is one of the founding members of the ACM Kuala Lumpur Chapter and currently is the advisor of the chapter having served two consecutive terms as Chair.

Josh (Adi) Tedjasaputra is the Director and Co-founder of UX Indonesia and Customer Experience Insight Pty Ltd. He is also Google-certified Design Sprint Master, who builds and nurtures business and innovation globally. For more than 20 years, he has been helping international companies in creating business strategy, disruptive technology, marketing, and branding of successful products and services.

Yohannes Kurniawan is an Associate Professor at the School of Information Systems, Bina Nusantara University (BINUS), Indonesia. His research interests vary from Implementing Human Information Behavior Concept for Design, Knowledge Management System in Hospital, Business Analytics and Digital Transformation in Education. Apart from his work in digital transformation, he currently holds a strategic role as the Dean of School of Information Systems at BINUS University, as well as prestigious positions in various associations as such co-founder and Vice Chair of Asosiasi Sistem Informasi Indonesia (ASII), and Chair of Indonesia ACM SIGCHI.

Dr. Thippaya Chintakovid is an Assistant Professor in the Department of Library Science at the Faculty of Arts, Chulalongkorn University in Bangkok, Thailand. Her research interest is in the area of Human Computer Interaction and User Experience Design, particularly for older adults. She specializes in designing experimental studies to investigate user behavior, user experience, and user motivation. She was one of the founding members of the Bangkok ACM SIGCHI Chapter and served for two consecutive terms as the inaugural Chair of the Chapter.

Siranee Nuchitprasitchai is a Lecturer at the Faculty of Information Technology and Digital Innovation, King Mongkut's University of Technology North Bangkok, Thailand. She is a secretary of Bangkok ACM SIGCHI Chapter. Her research interests include Artificial Intelligence, Data Analytics, User Experience Design, and Social Listening.

Ellya Zulaikha is an Associate Professor in Industrial Design Department and the Vice Dean for the Faculty of Creative Design and Digital Business, Institut Teknologi Sepuluh Nopember Surabaya,

Indonesia. She gained her PhD from Queensland University of Technology, in 2014. Ellya has rich experience in teaching and research activities, mainly in the field of design including creativity, design method and community engagement using design approach (Participatory Design). Design thinking and its application in many field of interdisciplinary cases is her interest. Ellya has experience in design research related to human centred design such as experiential dining, plastic recycling to medical equipment design.

Dr. Noris Mohd Norowi is a Senior Lecturer at the Faculty of Computer Science and Information Technology, Universiti Putra Malaysia, Malaysia. She is also the Head of Human-Computer Interaction Lab, Universiti Putra Malaysia. She is currently the treasurer of the ACM SIGCHI Kuala Lumpur Chapter (myHCI-UX). Her research interests include Music Interaction, Artificial Intelligence in Music, Immersive Technologies, and Mobile Interaction.

Dr. Tamas Makany is an Associate Professor of Communication Management (Practice) at the Singapore Management University (SMU), Lee Kong Chian School of Business. Prior to joining SMU, he had spent a decade in applied design, research, and consulting at the intersections of technology, communication, games, and business growth with companies in Silicon Valley such as Netflix and Microsoft. His current research focuses on conversational design (AI/chatbots), design innovation, and entrepreneurship.

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