Human Values for Shaping the Made World

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Abstract. *Interface design principles have been effective in shaping new desktop applications, web-based resources, and mobile devices. Usability and sociability promote successful online communities and social network services. The contributions of human-computer interaction researchers have been effective in raising the quality of design of many products and services. As our influence grows, we can play an even more profound role in guaranteeing that enduring human values are embedded in the next generation of technology. This talk identifies which goals are realistic, such as universality, responsibility, trust, empathy, and privacy, and how we might ensure that they become part of future services and systems.*

Short Bio. Ben Shneiderman is a Professor in the Department of Computer Science, Founding Director (1983-2000) of the Human-Computer Interaction Laboratory (http://www.cs.umd.edu/hcil/), and Member of the Institute for Advanced Computer Studies at the University of Maryland at College Park. He was elected as a Fellow of the Association for Computing (ACM) in 1997 and a Fellow of the American Association for the Advancement of Science (AAAS) in 2001. He received the ACM SIGCHI Lifetime Achievement Award in 2001.

Ben is the author of Software Psychology: Human Factors in Computer and Information Systems (1980) and Designing the User Interface: Strategies for Effective Human-Computer Interaction (4th ed. 2005) http://www.awl.com/DTUI/. He pioneered the highlighted textual link in 1983, and it became part of Hyperties, a precursor to the web. His move into information visualization helped spawn the successful company Spotfire http://www.spotfire.com/ . He is a technical advisor for the HiveGroup, Groxis, and EasyUse. With S Card and J. Mackinlay, he co-authored Readings in Information Visualization: Using Vision to Think (1999). His books include Leonardo's Laptop: Human Needs and the New Computing Technologies (MIT Press), which won the IEEE Distinguished Literary Contribution award in 2004.