Gmunden Retreat on NeuroIS 2014

Gmunden, Austria | June 5-7, 2014 | www.NeuroIS.org

ORGANIZING COMMITTEE

Conference Co-Chairs: Fred Davis, René Riedl.
Program Co-Chairs: Jan vom Brocke, Pierre-Majorique Léger, Adriane Randolph. **Program Committee:** Marc Adam, Henri Barki, Glenn Browne, Samir Chatterjee, Alan Dennis, Robert Gleasure, Shirley Gregor, Jacek Gwizdka, Ana Ortiz de Guinea, Armin Heinzl, Alan Hevner, Peter Kenning, Ting-Peng Liang, Nick Lockwood, Martin Reuter, Sylvain Sénécal, Hong Sheng, Detmar Straub, Lars Taxén, Eric Walden, Bernd Weber.

BACKGROUND

NeuroIS is an emerging field in Information Systems (IS) that makes use of neuroscience and neurophysiological tools and theories to better understand the development, adoption, and impact of information and communication technologies (ICT). The *Gmunden Retreat on NeuroIS* is a leading conference for presenting research and development projects at the nexus of IS and neurobiology. This annual academic conference is taking place in June, with the objective to promote the successful development of the NeuroIS field. The conference activities are primarily delivered by and for academics, though many works have a professional orientation. The event is taking place in Gmunden, Austria, a much frequented health and summer resort providing an inspiring environment for the retreat. In 2009, the inaugural conference was organized, and established on an annual basis further conferences took place during the past years.

DR. HERMANN ZEMLICKA AWARD

The NeuroIS community lost a visionary thinker. Dr. Hermann Zemlicka, who was an Austrian politician, member of the Gmunden City Council, and an entrepreneur, passed away at age 55 in June 2012. Dr. Hermann Zemlicka significantly contributed to the establishment of academic activities in Gmunden. Specifically, he was one of the major supporters of the "NeuroIS idea," and he helped to establish the *Gmunden Retreat on NeuroIS*. Without his visionary support, it would not have been possible to bring this conference into being. In memoriam of this outstanding person, the DR. HERMANN ZEMLICKA AWARD will be given to "the most visionary paper." The paper will be selected by the conference and program co-chairs.

June 5

WELCOME RECEPTION, DINNER   19:00-22:00
ORTHER STUB´N, SCHLOSS ORT

Address:
Schloss Ort
Johann-Ort-Allee 1
4810 Gmunden
Austria

Welcome remarks by Fred Davis (Conference Co-Chair) and Andreas Murray (Tourism Director). This reception is the official start of the retreat.

June 6

Session 1   9:00-11:00 Opening & Paper session

9:00-9:30   Remarks on NeuroIS
René Riedl

9:30-11:00   *Paper session*

Using neural input to control Google Glass
Adriane B. Randolph, Benjamin Warren, Steven Krontz, Josh Pate

Positive emotions in IS
Anna-Maria Seeger, Tillmann Neben, Armin Heinzl

Designing web pages for increased content familiarity: a strategy 1 study
Rob Gleasure

COFFEE BREAK 11:00-11:30

Session 2   11:30-13:00 Paper session

Using transcranial direct current stimulation (tDCS) to assess the role of the dorsolateral prefrontal cortex in technology acceptance decisions: a pilot study
Laurence Dumont, Félix Larochelle-Brunet, Hugo Théoret, Sylvain Sénécal, Pierre-Majorique Léger, René Riedl

Are IT habits functionally different from IT intentions?
Anssi Öörni, Jarmo Kuisma

Reinforcing upward spiral inspiration for technology acceptance: a NeuroIS fuzzy statistical structured equation approach to improve software training results by harnessing natural neuro-physiological steroid performance enhancement hormones
James A. Rodger

LUNCH   13:00-14:30

<u>Session 3</u>   *14:30-16:00* **Keynote speech**

Studying connectivity in the brain via MRI: concepts and methods

Robert L. Savoy, PhD

Harvard Medical School, Athinoula A. Martinos Center for Biomedical Imaging, USA

COFFEE BREAK 16:00-16:30

<u>Session 4</u>   *16:30-18:00 Paper session*

A NeuroIS platform for lab experiments
Marius B. Müller, Anuja Hariharan, Marc T. P. Adam

Truth detection: unbiased brain responses reflecting brand attitude
Peter Walla, Monika Koller, Shannon Bosshard

The potentials of neuroscience methods for business process modeling tools
Maria Shitkova, Justus Holler, Jörg Becker

SOCIAL EVENT 20:00-22:30

BOAT TRIP ON LAKE TRAUNSEE WITH DINNER
DEPARTURE FROM PIER 1, RATHAUSPLATZ 1, 4810 GMUNDEN

Before & during dinner: group picture and handover of the Dr. Hermann Zemlicka Award for the "the most visionary paper".

<u>Session 5</u>   *9:00-10:30 Paper session*

Identifying goal-oriented and explorative information search patterns
Jella Pfeiffer, Martin Meißner, Jascha Prosiegel, Thies Pfeiffer

The treadmill desk: sitting could kill you, but can you walk and work well?
Élise Labonté-LeMoyne, Radhika Santhanam, Pierre-Majorique Léger, François Courtemanche, Sylvain Sénécal

Parkinson patients' trust in avatars: implications for human-computer interaction and neuroscience
Andrija Javor, Gerhard Ransmayr, René Riedl

COFFEE BREAK 10:30-11:00

<u>Session 6</u>   *11:00-12:30* **Panel discussion**

Key Criteria for NeuroIS Research: Intensifying the Discussion

Fred Davis Panelist	*Jan vom Brocke Panelist*	*Peter Walla Panelist*	*René Riedl Moderator*
Univ. of Arkansas (USA)	*Univ. of Liechtenstein (Liechtenstein)*	*Newcastle Univ. (Australia)*	

NeuroIS is a relatively new field in the IS discipline, working at the nexus of IS and neurobiology. While this interdisciplinary endeavor promises significant new insights into IS phenomena (e.g., a better understanding of the development, adoption, and impact of information and communication technologies, or development of neuroadaptive systems), criteria for NeuroIS research have only recently become a matter of discussion. What follows is that there is not always agreement among scholars on the criteria for evaluating NeuroIS research. Thus, assessment of both a paper's contribution and quality is often not easy. Against this background, the purpose of this panel is to discuss key criteria for NeuroIS research, thereby contributing to the formation of a common understanding within the NeuroIS community. Important questions that will be discussed during the panel are, among others: Is there a need to establish separate criteria for different sub-areas or

research traditions within IS research? If so, what would a set of key criteria look like for NeuroIS? Considering the extensive body of knowledge in neuroscience (including guidelines), is there a need at all for additional NeuroIS guidelines? If so, how could such guidelines be formulated and how could they be integrated with guidelines from neuroscience? What constitutes a good empirical NeuroIS paper? What does an ideal review team for a NeuroIS paper look like? Should the NeuroIS field apply different criteria than other scientific fields (e.g., cognitive neuroscience, neuroeconomics)? Do NeuroIS papers have a better chance for publication in top IS journals, if compared to manuscripts without „neuro-content"? How have other disciplines (e.g., neuroeconomics or neuropsychology) addressed the issue of key criteria or normative standards, and what can the NeuroIS community learn from these disciplines?

LUNCH   12:30-14:30

<u>*Session 7*</u>   *POSTER SESSION*
                    (during lunch time)

P1. Using eye tracking glasses to analyze mobile device interactions
Werner Wetzlinger, Andreas Auinger, Harald Kindermann

P2. Cognitive analysis grid for IS research
Laurence Dumont, Émilie Chamard, Pierre-Majorique Léger, Ana Ortiz de Guinea, Sylvain Sénécal

P3. Detecting deception in online environments: measuring fraud through mouse cursor movements
Martin Hibbeln, Christoph Schneider, Markus Weinmann

P4. Stress-sensitive adaptive enterprise systems: theoretical foundations and design blueprint
Marc T.P. Adam, Henner Gimpel, Alexander Maedche, René Riedl

P5. How the need for status influences neural activation patterns of reward stimuli
Jakob Perktold, Marion Brandstaetter, Thomas Foscht, Kathrin Bauernhofer

P6. The relationship between psychological, physiological, and behavioral strain towards technostress
Christoph Weinert, Christian Maier, Sven Laumer

P7. The neural response to charismatic leaders
Sabine Bergner, Robert Rybnicek, Karl Koschutnig, Alfred Gutschelhofer

P8. Texting while walking: measuring the impact on pedestrian visual attention
François Courtemanche, Pierre-Majorique Léger, Ann-Frances Cameron, Jocelyn Faubert, Élise Labonté-LeMoyne, Sylvain Sénécal, Marc Fredette, François Bellavance

P9. Technostress in organizations: a cybernetic approach
Thomas Fischer, René Riedl

P10. Too happy to care? Measuring the effect of positive emotions on attention and information processing
Christoph Schneider, Tillmann Neben

P11. Technostress-induced distorted pre-adoption beliefs
Christian Maier, Sven Laumer

P12. Technostress-induced SCR patterns and performance
Christoph Weinert, Christian Maier, Sven Laumer

P13. Neural features of video topical relevance
Luísa R. Pinto, Yashar Moshefeghi, Frank E. Pollick, Joemon M. Jose

P14. Analyzing mental workload states on the basis of the pupillary hippus
Ricardo Buettner

P15. The role of the repetition suppression effect in user disregard of security warnings: an fMRI study
Bonnie Brinton Anderson, Anthony Vance, C. Brock Kirwan, David Eargle, Seth Howard

<u>*Session 8*</u>   *14:30-16:00 Paper session*

Clashing trends: probing the role of age in technostress
Stefan Tams

Tracking information relevance
Jacek Gwizdka, Michael Cole

Neuroimaging research in social sciences: an overview
Pankush Kalgotra, Ramesh Sharda

16:00 End of conference

KEYNOTE

Studying Connectivity in the Brain via MRI: Concepts and Methods

Robert L. Savoy, PhD

Harvard Medical School, Athinoula A. Martinos Center for Biomedical Imaging, USA

Dr. Savoy received his academic training in applied mathematics at MIT (B.S. 1971; M.S. 1975) and experimental psychology at Harvard University (Ph.D. 1980). This period included 10 years of work at Polaroid Corporation's Vision Research Laboratory, after which he joined the newly formed Rowland Institute for Science, under the direction of the late Edwin Land, in 1981. In 1991 he first learned of the revolutionary work being conducted at the Massachusetts General Hospital's Nuclear Magnetic Resonance (NMR) Center, using magnetic resonance imaging (MRI) to detect changes in neural activity (via the associated hemodynamic changes in blood flow, blood volume, and blood oxygenation). In 1993 Dr. Savoy joined that group and became the Director of Functional MRI Education in 1994. He has conducted fMRI training workshops regularly at the MGH NMR Center 3 or 4 times per year since 1994,

attracting more than 1000 researchers from around the world. In addition, he has run similar programs at conferences and at other institutions in the United States, Europe, Asia and Australia. Dr. Savoy's fMRI-based research interests are wide-ranging, including temporal resolution of fMRI, stereopsis, language, American Sign Language, decision making, and multivariate analysis. Dr. Savoy's primary employment is as the President of HyperVision, Inc., a small consulting company located in Lexington, Massachusetts. In this capacity he continues to teach fMRI workshops at both MGH and other institutions around the world, as well as serving as a research consultant for various investigators.

REGISTRATION DESK IN GMUNDEN

Tourist Office, Toscanapark 1, 4810 Gmunden. This office is near Schloss Ort, and registrants get their conference package here (proceedings, name badge). Office hours: June 5 (8-19), June 6 (8-18), June 7 (9-15).

REGISTRATION

The registration fee is Euro 350 and includes the welcome reception (June 5), social event (June 6), lunch (June 6 and 7), and coffee breaks (June 6 and 7). Please follow the registration instructions provided at www.NeuroIS.org.

Guest tickets will be available for an additional fee for the evening events on June 5 (welcome reception) and June 6 (social event). Please send corresponding ticket requests to info@NeuroIS.org. Guest tickets are also available at the registration desk. Cancellation: Request for refund must be in writing via email to sabine.aufreiter@jku.at, and is subject to the following schedule: received by May 5, 2014, full refund less Euro 30 administrative fee; cancellations received later will not be accepted, the registrant will be liable for the full conference registration fee. Substitutions are permitted.

LOGISTICS

Participants are responsible for booking accommodation directly with the hotels. A list of hotels is available on: www.NeuroIS.org. Further travel information (e.g., airports) is available on the website. Ensure you have visas where necessary!

A cost-free shuttle service that brings participants from the *listed hotels* to the venue (morning), and from the venue back to the hotels (evening) will be provided. This service includes transportation to and from locations of the evening events on June 5 and 6. Registrants will be informed about the exact shuttle timetable. Please appear on time – the shuttle does not wait.

VENUE

Schloss Ort, one of the most beautiful small castles in Austria, situated in the Lake Traunsee, is the venue.

Address of Venue:

Schloss Ort
Johann-Ort-Allee 1
4810 Gmunden
Austria

Supporting Institutions and Journals

Local Arrangement Chair:
Prof. Dr. René Riedl
University of Applied Sciences Upper Austria & University of Linz

Questions: info@NeuroIS.org
More information about NeuroIS: www.NeuroIS.org
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May 22, 2014