Table of Contents - Part II

| Cultural Issues in Business and Industry | |
|---|----|
| Research Facing Interface Design of Android System Industrial Control System | 3 |
| Songfeng Gao, Guixue Yang, and Linlin Zhao | |
| Developing Customer Experience Ecosystem – Driving Business Results by Integrating Multiple Touch Points | 9 |
| Consumers' Evaluation and Perception within the Trend of Cultural Creative Design | 17 |
| Introducing Human Performance Modeling in Digital Nuclear Power | 27 |
| Industry | 21 |
| Exploring Consumers' Responses to Delayed Introduction of a New Mobile Phone | 37 |
| The Impact of Workplace Gossip on Organizational Cynicism: Insights from the Employment Relationship Perspective | 44 |
| A Study of the Effects of Display Atmospherics and Control Mode of 3D Virtual Store on Consumer Behavior in the Elderly | 51 |
| The Difference of User Perception between Similarity and Dissimilarity Judgments | 60 |
| Cloud Computing Adoption Journey within Organizations | 70 |
| Behavior Study of Traveling Chinese Businesspersons | 79 |
| Culture, Health and Quality of Life | |
| Moderating Effect of Culture on IT and Health Standard: A Country-Level Analysis | 91 |



| Predicting Mental Health Status on Social Media: A Preliminary Study on Microblog | 101 |
|--|-----|
| Designing a Metal Hydride Actuator with Human-Compatible Softness and High Power-to-Weight Ratio for Future Quality-of-Life Technologies | 111 |
| Design and Assessing the Usability of an Interactive Digital Game in Assisting the Older Adult's Prescriptive Medication Behavior | 121 |
| Cultural Diversity - New Challenge to Medical Device Use Safety for International Markets | 127 |
| Technology-Based Medical Interpretation for Cross-Language Communication: In Person, Telephone, and Videoconference Interpretation and Their Comparative Impact On Limited English Proficiency (LEP) Patient and Doctor Margaret McLaughlin, Yujung Nam, Win May, Lourdes Baezconde-Garbanati, Panayiotis Georgiou, and Zheng Ahn | 137 |
| Toward a Virtual Companion for the Elderly: Exploring the Behaviors that Potentially Achieve Rapport in Human Communication | 147 |
| Improvement Research of Shoe-Type Measurement Device for a Walking Rehabilitation Support System | 157 |
| Influence of Organizational Culture and Communication on the Successful Implementation of Information Technology in Hospitals | 165 |
| The Interaction between Human and the Home Service Robot on a Daily Life Cycle | 175 |

279

Chaoyin Chi

Thomas Tøth

City

Zhiyong Fu

Designing Urban Experience for Beijing in the Context of Smart

| A Log Analyzer of Public Transit Guidance Service to Improve a Route | 289 |
|--|-----|
| Bus Service | |
| Urban Phenomenology: Incorporating Dynamic Frames of Reference in the Design of Urban OS | 296 |
| Mixed Factorial Analysis of In-Vehicle Information Systems: Age, Driving Behavior, and Task Performance | 303 |
| The Innovative PSS Design of Urban Transportation Based on Sharing Style | 312 |
| Study on Aggressive Driving Activities at Crossroads in Beijing | 322 |
| Constructing Interaction Scenarios of High-Building Interior in Fire Hua Qin, Linghua Ran, and Shaohong Cai | 329 |
| SoLoMo User Experience Study Using a Pivoted Parallel Coordinates | 336 |
| GeoCity Beijing: Platform of Eco-City Information Visualization and Interactive Narrative Structure | 346 |
| Original-Ecology Sounds of Cities' Impression | 356 |
| Cultural Differences on the Web | |
| Comparison of Trust on Group Buying Websites between American and Chinese Young Adults | 367 |
| How to Make Friends in Social Network Service? A Comparison between Chinese and German | 373 |
| Smart Mobile Devices in Lifestyles under Transformation: A Comparative Study of Smart Communication among Youth in Hong Kong and Beijing | 383 |

| Table of Contents – Part II | XXI |
|--|-----|
| Incorporating Culture in Website Design: A Comparison of Taiwanese and Australian Website Characteristics | 393 |
| Localization of Web Design: An Investigation of Culturally Preferred Web Attributes in Taiwan and the UK Hsiu Ching Laura Hsieh and Sin Dai Hong | 404 |
| Communication and Social Network Requirements of Chinese Elderly People for Mobile Services | 414 |
| Arabic Website Design: User Evaluation from a Cultural Perspective Nouf Khashman and Andrew Large | 424 |
| Two Sites, Two Voices: Linguistic Differences between Facebook Status Updates and Tweets | 432 |
| Do We Need a New Internet for Elderly People? A Cross-Cultural Investigation | 441 |
| Developing a Contextual Network for Indigenous Communities in Mexico | 451 |
| A Study of Cross-Culture for a Suitable Information Feeding in Online Social Networks | 458 |
| A Cross-Cultural Study of User Experience of Video on Demand on Mobile Devices | 468 |
| A Comparison of Eye Movements When Searching Web Pages between Americans and Koreans | 475 |
| Author Index | 485 |