



# CALL FOR PAPERS

**ICSCHCI 2021**  
**Feb 08-09, 2021**  
**Amsterdam, The Netherlands**

The International Research Conference is a federated organization dedicated to bringing together a significant number of diverse scholarly events for presentation within the conference program. Events will run over a span of time during the conference depending on the number and length of the presentations.

ICSCHCI 2021 : International Conference on Subliminal Communication in Human-Computer Interaction is

the premier interdisciplinary forum for the presentation of new advances and research results in the fields of Subliminal Communication in Human-Computer Interaction. The conference will bring together leading academic scientists, researchers and scholars in the domain of interest from around the world. Topics of interest for submission include, but are not limited to:

Compatibility of subliminal information transmission with other demands and conditions in the field of HCI  
Limits of reproducibility  
Influence in interaction with further explicit channels  
Impact of subliminally delivered information on the cognitive load  
Subliminally delivered information and the level of distraction

Subliminal interfaces for the automotive domain (head-up displays, vibro-tactile transducers embedded into the seat)  
Basic characteristics of subliminally delivered information (reachable bandwidth, natural bounds, complexity of information, speed of perception)  
Potential of subliminal cues to guide a person to the right course of action or to a specific emotional state  
Hardware components, that is, interactive smart rooms, games with dynamic UIs  
Analysis of subliminal processes, that is, implicit interaction/cognition, subliminal messaging, unconscious emotions