Industry-CSCW Dynamics in the Age of Generative AI: Perspectives on Future Trajectories of Academia-Industry Collaboration

Guo Freeman
School of Computing
Clemson University
Clemson, SC, USA
guof@clemson.edu

Elizabeth D Mynatt
Khoury College of Computer Sciences
Northeastern University
Boston, MA, USA
e.mynatt@northeastern.edu

Heloisa Candello
Inteli
São Paulo, Brazil
heloisacsp@gmail.com

Kori Inkpen
Microsoft Research
Redmond, WA, USA
kori@microsoft.com

Karrie Karahalios
MIT Media Lab
Massachusetts Institute of Technology
Cambridge, MA, USA
kkarahal@mit.edu

David A. Shamma*
Mohamed Bin Zayed University of Artificial Intelligence (MBZUAI)
Abu Dhabi, United Arab Emirates
Centrum Wiskunde & Informatica
Amsterdam, Netherlands
aymans@acm.org

Meredith Ringel Morris
Google DeepMind
Seattle, WA, USA
merrie@google.com

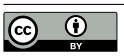
Abstract

CSCW as a research community has a long-standing close connection and collaboration with the tech industry and practitioners to collectively explore the technical, social, material, and theoretical challenges of designing technologies, commercial products, and systems to support collaborative work and life activities. One of the most recent technical advancements that is significantly shaping the scope of CSCW research is Generative Artificial Intelligence (AI). Built on our CHI 2026 panel and CSCW 2025 panel on generative AI's overall impact on HCI and CSCW research and education, this panel aims to promote community-wide discussions focused on new themes, opportunities, challenges, and strategies for industry-CSCW collaboration in the age of generative AI. Featuring a diverse group of panelists, including academic leaders in HCI education and industry experts who lead and pioneer human-centered AI research, this panel aims to foster collective reflection at CSCW on key questions crucial to exploring the future of industry-CSCW dynamics in the AI era and even the potential post-AI era.

CCS Concepts

• **Human-centered computing → Collaborative and social computing**; **Human computer interaction (HCI)**.

*Also with Centrum Wiskunde & Informatica (CWI).



This work is licensed under a Creative Commons Attribution 4.0 International License.
CSCW Companion '26, Salt Lake City, UT, USA
© 2026 Copyright held by the owner/author(s).
ACM ISBN 979-8-4007-2378-0/26/10
https://doi.org/10.1145/3785651.3831574

Keywords

generative AI, human-centered AI, CSCW, industry perspectives

ACM Reference Format:
Guo Freeman, Elizabeth D Mynatt, Heloisa Candello, Kori Inkpen, Karrie Karahalios, David A. Shamma, and Meredith Ringel Morris. 2026. Industry-CSCW Dynamics in the Age of Generative AI: Perspectives on Future Trajectories of Academia-Industry Collaboration. In *Companion of the Computer-Supported Cooperative Work and Social Computing (CSCW Companion '26), October 10–14, 2026, Salt Lake City, UT, USA.* ACM, New York, NY, USA, 4 pages. https://doi.org/10.1145/3785651.3831574

1 Introduction

Understanding and designing technologies that support how people work and interact in various forms of collective life, such as groups, organizations, and communities, is a core research question in Computer-Supported Cooperative Work (CSCW) [1]. In this sense, CSCW as a research community has a long-standing close connection and collaboration with the tech industry and practitioners to collectively explore the technical, social, material, and theoretical challenges of designing technologies, commercial products, and systems to support collaborative work and life activities. Indeed, just taking the list of CSCW Lasting Impact Award winners[1] from 2013 to 2025 as an example, since the 1980s, the CSCW community has generated extensive and impactful research insights that inspire the design and development of various commercial technical products for people's every social and work lives, ranging from social media platforms and instant messaging apps to collaborative online workspaces (e.g., [4, 5, 11, 21, 27]). Meanwhile, new and innovative technical advancements, trends, and phenomena in the tech

[1]https://cscw.acm.org/2026/lastingimpact.html

industry, such as social virtual reality [7, 10], online dating [24, 34], live streaming [16, 30], peer-to-peer digital payment [13, 15], and sharing economy [2, 25], have also constantly inspired emerging new research questions and agendas in CSCW, which continue to help redefine and reshape the scope of CSCW.

One of the most recent technical advancements that is significantly shaping the scope of CSCW research is **Generative Artificial Intelligence** (AI) systems (e.g., ChatGPT, Google Gemini, Microsoft Copilot, and Midjourney), which are trained on large datasets and can generate music, text, videos, art, and designs that are similar to what humans could create based on learned and reproduced patterns from the training datasets [17, 29]. In the recent years, there is a growing trend to use these systems in various aspects of our daily lives, ranging from medicine and health care [20], learning and education [3], productivity support and knowledge/creative work (e.g., AI for writing, AI for live streaming, AI-enhanced craft, and AI-powered developer tools) [12, 22, 23, 31, 32]) to even AI as emotional and social agents [9, 12, 14]. These new phenomena have led to a boom in AI-related research at CSCW, from both academia and industry, to investigate how these powerful technological advances continue to significantly shape people's work and social lives and further complicate some of the deepest and most intimate human experiences (e.g., AI agents as companions). Some recent examples at CSCW 2025 include: AI ethics and social norms [33], designing for the AI-driven future of work [26], human-AI collaboration for safety and support [28], and so forth. Furthermore, researchers have reflected on and debated how generative AI may even expand the scope of CSCW research, asking questions such as "Is Human-AI Interaction CSCW?" [19].

Built upon these ongoing conversations as well as our CHI 2026 panel [6] and CSCW 2025 panel [8] about generative AI's overall impact on HCI and CSCW research and education, this panel aims to promote community-wide discussions specifically focused on **new themes, opportunities, challenges, and strategies for industry-CSCW collaboration in the age of generative AI**, which is a particularly crucial lens deeply baked into the growing, broader concerns about future HCI education, student career paths, and funding/resources. The panel also goes beyond merely discussing how new and emerging technical advancements and trends of generative AI in the tech industry are shaping specific CSCW research directions/agenda. Rather, it aims to explore future trajectories of academia-industry collaboration in CSCW: *Given the long-standing and successful tradition of how the CSCW community and the tech industry have been inspiring and benefiting each other, what would be the new win-win strategy for the CSCW research community and the tech industry to collaboratively approach generative AI's unique opportunities and challenges?* Featuring a diverse group of panelists, including academic leaders in HCI education and industry experts who lead and pioneer human-centered AI research, this panel aims to promote collective reflections at CSCW on these key questions that are crucial for exploring the new future of industry-CSCW dynamics in the AI era, or even the potential post-AI era.

2 Panel Theme and Goals

Since OpenAI released ChatGPT in November 2022, Generative AI has continued to transform the tech industry worldwide. Legacy "Big Tech" companies, including Microsoft, Google, Apple, and Meta, as well as newer companies such as OpenAI and Anthropic, are competing to develop their own generative AI systems and implement them in their own products (e.g., Microsoft's Copilot[2], Google Gemini[3], Apple Intelligence[4], Meta AI[5], OpenAI's ChatGPT[6], Anthropic's Claude[7]). Along with the current boom in generative AI in the tech industry, the need for more powerful hardware, greater processing capacity, access to even larger training datasets and data centers, and new infrastructure supporting these advanced systems is also accelerating [18]. With rapidly rising costs to implement generative AI and keep pace with the heated AI competition in the tech industry, how this shift in priority and focus in cutting-edge technology design and development may affect the evolving scope of CSCW research, which also primarily focuses on technology-mediated collaborative work and social lives, and future academia-industry collaboration in CSCW is a key concern.

Therefore, in this panel, we aim to discuss important questions and considerations about new opportunities and challenges of CSCW-industry collaboration in the age of generative AI. In particular, rather than discussing how new and emerging technical advancements and trends of generative AI in the tech industry are shaping specific CSCW research directions/agenda, we focus on the broader picture. Some example questions we will discuss in this panel are: *What exactly can the CSCW research community and the tech industry, which is currently leading various AI advancements, collaborate on? What can the CSCW research community and the tech industry learn from each other to mutually benefit each other's endeavors? How can CSCW researchers and the tech industry work together to better support our students and prepare them for the future job market in the age of AI?*

The panel format will alternate between the moderator posing questions to the panelists, taking questions from the audience, and posing questions to the audience, to gather diverse community opinions and ensure the panel is accessible to all participants.

3 Organizers and Panelists

This panel involves a moderator and six panelists who collectively represent academic leadership and industry expertise in CSCW and AI. This panel thus brings unique knowledge and diverse expertise from academia and industry to this topic. Their insightful perspectives and rich domain knowledge are crucial to achieving the panel's key goal, which will inspire engaging, thought-provoking community-wide discussions at CSCW. Below, we provide more details about each organizer's and panelist's background and expertise.

Guo Freeman (organizer and moderator) is an Associate Professor of Human-Centered Computing at Clemson University, USA.

[2]https://copilot.microsoft.com/
[3]https://gemini.google.com
[4]https://www.apple.com/apple-intelligence/
[5]https://www.meta.ai/
[6]https://chatgpt.com
[7]https://claude.ai

Her most recent research focuses on AI-based moderation to mitigate emergent harassment risks in social VR and the impact of generative AI on creative technology workers. She served as general chair for ACM CHI PLAY 2024 and ACM GROUP 2025 and is general chair for ACM CSCW 2026. She is also a member of the ACM CHI PLAY and GROUP Steering Committees.

Elizabeth Mynatt (panelist) is a professor and Dean of the Khoury College of Computer Sciences at Northeastern University, USA. She is an ACM Fellow and a member of the American Academy of Arts and Sciences and the ACM SIGCHI Academy. Her work has focused on human-centered AI for supporting older adults.

Heloisa Candello (panelist) is an Associate Professor at Inteli and an ACM Distinguished Speaker with over a decade of experience as a Senior Research Scientist at IBM Research, Brazil. Specializing in Conversational User Interfaces and Responsible AI, Heloisa explores the design of ethical and engaging AI systems. She currently chairs the SIGCHI LATAM committee and holds several patents in conversational technology, with her research frequently featured in top-tier HCI publications.

Kori Inkpen (panelist) is a Partner Research Manager at Microsoft Research, leading the Future Experiences (FX) team. The FX team is focused on envisioning next-generation experiences that leverage emerging AI capabilities, including agents, generative user interfaces, and accessibility considerations.

Karrie Karahalios (panelist) is a professor at the MIT Media Lab, USA. Her work focuses on designing experiences for people in our emerging algorithmic society — specifically on dignity, quality of AI experience/output over quantity, safety, diversity of thought, and autonomy. She also served as the chair of the CSCW Steering Committee.

David A. Shamma (panelist) is an industry scientist and Distinguished Member of the ACM. He has 20 years of industry research experience in AI and HCI, on topics such as AI-powered editorial tools at Yahoo, entertainment venues at CWI, AI conference rooms at FXPAL, and sustainability at Toyota. Currently, he is researching AI Experiences at MBZUAI and served as a General Co-Chair for CHI 2026 while on the ACM CHI Steering Committee.

Meredith Ringel Morris (panelist) is Director of Post-AGI Interaction Research at Google DeepMind. Prior to joining DeepMind, she was Director of the People + AI Research team in Google Research's Responsible AI division. She also previously served as Research Area Manager for Interaction, Accessibility, and Mixed Reality at Microsoft Research. In addition to her industry role, she has a faculty appointment at the University of Washington, where she is an Affiliate Professor in The Paul G. Allen School of Computer Science & Engineering and also in The Information School.

Acknowledgments

This work was partially supported by the National Science Foundation under award 2342393.

References

[1] Mark S Ackerman. 2000. The intellectual challenge of CSCW: the gap between social requirements and technical feasibility. *Human–Computer Interaction* 15, 2-3 (2000), 179–203.

[2] Mashael Yousef Almoqbel and Donghee Yvette Wohn. 2019. Individual and collaborative behaviors of rideshare drivers in protecting their safety. *Proceedings of the ACM on Human-Computer Interaction* 3, CSCW (2019), 1–21.

[3] David Baidoo-Anu and Leticia Owusu Ansah. 2023. Education in the era of generative artificial intelligence (AI): Understanding the potential benefits of ChatGPT in promoting teaching and learning. *Journal of AI* 7, 1 (2023), 52–62.

[4] Jill P Dimond, Michaelanne Dye, Daphne LaRose, and Amy S Bruckman. 2013. Hollaback! The role of storytelling online in a social movement organization. In *Proceedings of the 2013 conference on Computer supported cooperative work*. 477–490.

[5] Paul Dourish and Victoria Bellotti. 1992. Awareness and coordination in shared workspaces. In *Proceedings of the 1992 ACM conference on Computer-supported cooperative work*. 107–114.

[6] Guo Freeman, Cliff Lampe, Elizabeth D Mynatt, Heloisa Candello, Kori Inkpen, Nitesh Goyal, Karrie Karahalios, Xiaojuan Ma, and Paweł W Woźniak. 2026. The Global Impact of Generative AI on the HCI Landscape: International Perspectives on HCI Education, Industry Dynamics, and Funding Considerations. In *Proceedings of the Extended Abstracts of the 2026 CHI Conference on Human Factors in Computing Systems*. 1–5.

[7] Guo Freeman and Divine Maloney. 2021. Body, avatar, and me: The presentation and perception of self in social virtual reality. *Proceedings of the ACM on Human-Computer Interaction* 4, CSCW3 (2021), 1–27.

[8] Guo Freeman, Elizabeth D Mynatt, Cliff Lampe, Heloisa Candello, Kori Inkpen, and Nitesh Goyal. 2025. The Impact of Generative AI on the CSCW Landscape: Insights from HCI Education, Industry Dynamics, and Funding Perspectives. In *Companion Publication of the 2025 Conference on Computer-Supported Cooperative Work and Social Computing*. 62–65.

[9] Guo Freeman, Kelsea Schulenberg, Lingyuan Li, Ruchi Panchanadikar, and Nathan McNeese. 2025. " Comforting and Small Like a House Cat, Big and Intimidating Like a Bodyguard": How Women Perceive and Envision AI Companions as a New Harassment Mitigation Approach in Social VR. In *Proceedings of the 2025 CHI Conference on Human Factors in Computing Systems*. 1–16.

[10] Guo Freeman, Samaneh Zamanifard, Divine Maloney, and Dane Acena. 2022. Disturbing the Peace: Experiencing and Mitigating Emerging Harassment in Social Virtual Reality. *Proceedings of the ACM on Human-Computer Interaction* 6, CSCW1 (2022), 1–30.

[11] Jonathan Grudin. 1988. Why CSCW applications fail: problems in the design and evaluationof organizational interfaces. In *Proceedings of the 1988 ACM conference on Computer-supported cooperative work*. 85–93.

[12] Yang Hu and Guo Freeman. 2026. Beyond a Conventional Chatbot: How AI Streamers Transcend Live Streaming Experiences from Viewers' Perspectives. In *Proceedings of the 2026 CHI Conference on Human Factors in Computing Systems*. 1–18.

[13] Vaishnav Kameswaran and Srihari Hulikal Muralidhar. 2019. Cash, digital payments and accessibility: A case study from metropolitan india. *Proceedings of the ACM on human-computer interaction* 3, CSCW (2019), 1–23.

[14] Kyusik Kim, Hyungwoo Song, Jeongwoo Ryu, Changhoon Oh, and Bongwon Suh. 2025. BleacherBot: AI Agent as a Sports Co-Viewing Partner. In *Proceedings of the 2025 CHI Conference on Human Factors in Computing Systems*. 1–31.

[15] Lingyuan Li, Guo Freeman, and Bart Knijnenburg. 2024. Beyond Just Money Transactions: How Digital P2P Payments (Re) shape Existing Offline Interpersonal Relationships. *Proceedings of the ACM on Human-Computer Interaction* 8, CSCW1 (2024), 1–36.

[16] Lingyuan Li, Guo Freeman, and Nathan J McNeese. 2022. Channeling End-User Creativity: Leveraging Live Streaming for Distributed Collaboration in Indie Game Development. *Proceedings of the ACM on Human-Computer Interaction* 6, CSCW2 (2022), 1–28.

[17] Ryan Louie, Andy Coenen, Cheng Zhi Huang, Michael Terry, and Carrie J Cai. 2020. Novice-AI music co-creation via AI-steering tools for deep generative models. In *Proceedings of the 2020 CHI conference on human factors in computing systems*. 1–13.

[18] Jim McGregor. 2024. Understanding The Impact Of Generative AI On The High-Tech Industry. https://www.forbes.com/sites/tiriasresearch/2024/03/19/understanding-the-impact-of-generative-ai-on-the-high-tech-industry/.

[19] Meredith Ringel Morris, Michael S Bernstein, Jeffrey P Bigham, Amy S Bruckman, and Andrés Monroy-Hernández. 2024. Is Human-AI Interaction CSCW?. In *Companion Publication of the 2024 Conference on Computer-Supported Cooperative Work and Social Computing*. 95–97.

[20] Khadijeh Moulaei, Atiye Yadegari, Mahdi Baharestani, Shayan Farzanbakhsh, Babak Sabet, and Mohammad Reza Afrash. 2024. Generative artificial intelligence in healthcare: A scoping review on benefits, challenges and applications. *International Journal of Medical Informatics* (2024), 105474.

[21] Bonnie A Nardi, Steve Whittaker, and Erin Bradner. 2000. Interaction and outeraction: Instant messaging in action. In *Proceedings of the 2000 ACM conference on Computer supported cooperative work*. 79–88.

[22] Ruchi Panchanadikar and Guo Freeman. 2024. " I'm a Solo Developer but AI is My New Ill-Informed Co-Worker": Envisioning and Designing Generative AI to Support Indie Game Development. *Proceedings of the ACM on Human-Computer Interaction* 8, CHI PLAY (2024), 1–26.

[23] Ruchi Panchanadikar and Guo Freeman. 2026. A Potential Teammate?: Understanding How Indie Game Developers Approach Generative AI's Involvement in Their Small-Scale Creative Teamwork. In *Proceedings of the 2026 CHI Conference on Human Factors in Computing Systems*. 1–15.

[24] John R Porter, Kiley Sobel, Sarah E Fox, Cynthia L Bennett, and Julie A Kientz. 2017. Filtered out: Disability disclosure practices in online dating communities. *Proceedings of the ACM on Human-Computer interaction* 1, CSCW (2017), 1–13.

[25] Noopur Raval and Paul Dourish. 2016. Standing out from the crowd: Emotional labor, body labor, and temporal labor in ridesharing. In *Proceedings of the 19th ACM Conference on Computer-Supported Cooperative Work & Social Computing*. 97–107.

[26] Shadan Sadeghian, Migle Bareikyte, Marcus Burkhardt, and Marc Hassenzahl. 2025. WorkAI: A Toolkit for the Design of AI-driven Future of Work. *Proceedings of the ACM on Human-Computer Interaction* 9, 7 (2025), 1–27.

[27] Stacey D Scott, M Sheelagh T Carpendale, and Kori Inkpen. 2004. Territoriality in collaborative tabletop workspaces. In *Proceedings of the 2004 ACM conference on Computer supported cooperative work*. 294–303.

[28] Tianqi Song, Jack Jamieson, Tianwen Zhu, Naomi Yamashita, and Yi-Chieh Lee. 2025. From interaction to attitude: Exploring the impact of human-AI cooperation on mental illness stigma. *Proceedings of the ACM on Human-Computer Interaction* 9, 2 (2025), 1–31.

[29] Minhyang Suh, Emily Youngblom, Michael Terry, and Carrie J Cai. 2021. AI as social glue: uncovering the roles of deep generative AI during social music composition. In *Proceedings of the 2021 CHI conference on human factors in computing systems*. 1–11.

[30] John Tang, Gina Venolia, Kori Inkpen, Charles Parker, Robert Gruen, and Alicia Pelton. 2017. Crowdcasting: Remotely participating in live events through multiple live streams. *Proceedings of the ACM on Human-Computer Interaction* 1, CSCW (2017), 1–18.

[31] Ye Tao, Xiaohui Fu, Jiaying Wu, Ze Bian, Aiyu Zhu, Qi Bao, Weiyue Zheng, Yubo Wang, Bin Zhu, Cheng Yang, et al. 2025. AIFiligree: A Generative AI Framework for Designing Exquisite Filigree Artworks. In *Proceedings of the 2025 CHI Conference on Human Factors in Computing Systems*. 1–18.

[32] Rama Adithya Varanasi, Batia Mishan Wiesenfeld, and Oded Nov. 2025. AI Rivalry as a Craft: How Resisting and Embracing Generative AI Are Reshaping the Writing Profession. In *Proceedings of the 2025 CHI Conference on Human Factors in Computing Systems*. 1–19.

[33] Omid Veisi, Sasan Bahrami, Roman Englert, and Claudia Müller. 2025. AI Ethics and Social Norms: Exploring ChatGPT's Capabilities From What to How. *Proceedings of the ACM on human-computer interaction* 9, 7 (2025), 1–34.

[34] Douglas Zytko, Victor Regalado, Nicholas Furlo, Sukeshini A Grandhi, and Quentin Jones. 2020. Supporting women in online dating with a messaging interface that improves their face-to-face meeting decisions. *Proceedings of the ACM on Human-Computer Interaction* 4, CSCW2 (2020), 1–30.