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Sandra Burri Gram-Hansen ·
Tanja Svarre Jonasen · Cees Midden (Eds.)

Persuasive Technology

Designing for Future Change

15th International Conference on Persuasive
Technology, PERSUASIVE 2020

Aalborg, Denmark, April 20–23, 2020


Proceedings



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Editors

Sandra Burri Gram-Hansen 
Aalborg University
Aalborg, Denmark

Tanja Svarre Jonassen 
Aalborg University
Aalborg, Denmark

Cees Midden
Eindhoven University of Technology
Eindhoven, The Netherlands

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Preface

Persuasive Technology (PT) is a vibrant interdisciplinary research field focusing on the design, development, and evaluation of interactive technologies. PT aims at changing people's attitudes or behaviors through persuasion and social influence, but with strong considerations regarding transparency and ethics. The 15th International Conference on Persuasive Technologies and Persuasive Design (Persuasive 2020) brought together international researchers and practitioners from industry and academia who are working in the field of behavior design and persuasive technologies. As a community, we aim at enriching people's lives in various domains such as health, safety, and the environment – by supporting their personal goals to change their behavior.

The Persuasive conference series is the leading venue to meet and discuss cutting-edge theoretical and methodological perspectives and to present recent insights from practice and research. The conference provides a venue for networking between researchers and practitioners from all corners of the world, and has in previous years been held in exciting places such as Chicago, USA; Padua, Italy; Linköping, Sweden; Oulu, Finland; Sydney, Australia; and Waterloo, Canada.

Persuasive 2020 was the 15th edition in this conference series, and was hosted during April 20–23, 2020, by Aalborg University in Denmark. Aalborg University was proud to be the first university in the world to host the conference for the second time, having also been co-host of the Persuasive 2010 conference which took place in Copenhagen. For Persuasive 2020, particular attention was directed towards creating bridges and networks between researchers and practitioners, and towards sustainability and green initiatives. This focus is closely related to Aalborg city's role as a European Sustainable City, and its early involvement in international charters for sustainability.

On April 20, a Doctoral Consortium on Persuasive Technologies was held as part of the pre-conference activities. The consortium was organized and facilitated by leading international researchers in the field, and comprised an opportunity for PhD students to network as well as gain valuable feedback on their work. On April 21, the program combined interactive workshops with ground-breaking tutorials. The included workshops comprised a program which highlighted both academia and real world practice, and provided participants the opportunity to be inspired by both sides. On April 22 and 23, the main conference took place with six single track sessions including oral presentations of accepted academic papers. The program furthermore included two keynotes as well as a poster and demo session.

This volume contains the accepted papers presented during the main conference. The included papers were reviewed by a board of experts in the field, in a double-blind review process. Papers were selected for publication and presentation at the conference based on the review process. Overall, 46 reviewers were randomly assigned to the papers excluding all and any conflicts of interest. Each review combined a rating of the paper along with a detailed textual review, which not only provided the program chairs with significant insight concerning the individual submissions, but also ensured that the

authors were provided with high-quality feedback and recommendations for their final versions of their paper.

The Program Committee carefully assessed all reviews and all comments made by the reviewers, and based on this the final list of papers to be presented at the conference was comprised. 56 papers were included in the review process and 18 papers were accepted, compliant with an acceptance rate of 32%.

Apart from the papers accepted and presented at the conference, adjunct proceedings were also published, in order to include those papers related to poster presentations, demos, doctoral consortium, as well as tutorial and workshop descriptions. The success of this conference was in every way dependent of the support of the Persuasive Technology Society, and in particular the people who actively contributed with publications or as reviewers for the different submission types. As already mentioned, the Persuasive conference series is to a great extent an event which facilitates knowledge sharing and collaboration across nationalities and across different research areas. We as editors are grateful to have had the pleasure of creating the 2020 bridge between academia and practice – and between friends around the world.

April 2020

Sandra Burri Gram-Hansen
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Department of Communication and Psychology, Aalborg University, Denmark

Aalborg University is a dynamic and innovative research and educational institution with an active commitment to international cooperation. The university offers education and research within the fields of natural sciences, social sciences, humanities, technical, and health sciences. Since its establishment in 1974, AAU has been characterized by a problem-based and project-oriented teaching method (PBL) – also called the Aalborg Model, and by extensive collaboration with the surrounding society. Despite the fact that AAU is a fairly young university, it is already ranking among the best and most acknowledged international universities in the world.

The Department of Communication and Psychology is a large, interdisciplinary department at Aalborg University. The department's research and teaching activities are directed towards designing and putting into practice processes and products that improve or expand people's ability to participate in communicative contexts. The foundation of the department is humanistic, and our activities therefore focus on people and the relationships between people, organizations, society, media, and technologies.

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