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Persuasive Technology

Development and Implementation of Personalized
Technologies to Change Attitudes and Behaviors

12th International Conference, PERSUASIVE 2017
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Proceedings

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Preface

Persuasive Technology (PT) is a vibrant interdisciplinary research field, focusing on the design, development, and evaluation of technologies aimed at changing people's attitudes or behaviors through persuasion and social influence, but not through coercion or deception. This field is serviced by a series of international conferences on PT, bringing together academic researchers, designers, and practitioners from social scientific and technological disciplines, as well as from the fields of health, health care, safety, sustainability, and ICT. This community aims to facilitate healthier lifestyles, make people feel or behave more safely, and reduce consumption of renewable resources, e.g., by using big data, sensor technology for monitoring, personalized feedback and coaching, mHealth, data visualization techniques, serious gaming, or social media.

The 12th International Conference on Persuasive Technologies was hosted by the Centre for eHealth and Wellbeing Research, Persuasive Health Technology Lab, University of Twente (UT), the Netherlands. Rather than in the UT's hometown Enschede, however, it took place on the other side of the country, in the picturesque city of Amsterdam. Its special theme was "Smart Monitoring and Persuasive Coaching," building bridges between persuasion and personalized health care via real-time data collection and smart, empathic, user-adaptive engaging technology. The previous successful conferences were organized in Salzburg, Chicago, Padua, Sydney, Linköping, Columbus, Copenhagen, Claremont, Oulu, Palo Alto, and Eindhoven.

We feel that the field of PT is reaching maturity. Not only does the number of papers submitted to PT conferences continue to increase – perhaps testifying to a growing shared belief of the importance of PT – but the same can be said for the quality and breadth of the submitted papers. The papers that we received focused on PT in different domains (e.g., health, safety, coaching), examined specific psychological mechanisms that positively or negatively influence PT effectiveness, emphasized methodology for design, evaluation, and implementation, and synthesized theory from PT and adjacent fields.

This volume contains the papers that were presented at the 12th edition of the conference series in April 2017. A total of 85 papers were submitted, which fell into three categories: Design Research, Conceptual, Theoretical and Review, and Empirical. The latter category encompassed a variety of papers, from user studies and user surveys to experimental studies, and could be either qualitative or quantitative. Boiling this number down to the 23 papers published in this volume (27% acceptance) required the dedication of our reviewers (on average three per paper) and some tough decisions.

These papers were subsequently grouped based on content. Grouped under the heading "Health(care), Monitoring, and Coaching" are the papers that tie in with the special theme of this conference. A number of papers focused on the link between persuasion attempts and personality, for instance, attempting to motivate healthy eating habits by tailoring messages to specific personality characteristics. Others examined persuasion as the result of situational factors such as motivation, awareness, facilitators,

and barriers. The former papers were grouped under the heading “Personality, Personalization, and Persuasion”, whereas the latter were labeled as “Motivations, Facilitators, and Barriers.” The largest group of papers focused on identifying or testing specific persuasion strategies from a design perspective. These were grouped under “Design Principles and Strategies”. These categories should be seen as an attempt to reflect the diversity of the submitted papers.

Posters, demos, symposia, doctoral consortium papers, and workshop and tutorial contributions were printed in the adjunct proceedings.

We would like to thank all authors for their high-quality contributions, and the reviewers for their valuable feedback. Furthermore, thank all of our colleagues and students involved in the overall organization, the workshops, tutorials, doctoral consortium, posters, demos, symposia, and the conference itself.

April 2017

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