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Persuasive Technology

Second International Conference
on Persuasive Technology, PERSUASIVE 2007
Palo Alto, CA, USA, April 26-27, 2007
Revised Selected Papers

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Preface

Persuasive technology is the general class of technologies that purposefully apply psychological principles of persuasion – principles of credibility, trust, reciprocity, authority and the like – in interactive media, in the service of changing their users' attitudes and behavior.

Only one year ago, in 2006, the first international conference in this area, PERSUASIVE 2006 was hosted in Eindhoven. The conference was entirely geared towards communicating the progress made in the area of persuasive technology, and towards presenting recent results in theory, design, technology and evaluation. It brought together a wide range of research fields, including social psychology, HCI, computer science, industrial design, engineering, game design, communication science, and human factors, and the formula worked: plans for a follow-up were made immediately upon its conclusion.

PERSUASIVE 2007, the second international conference on persuasive technology, was hosted by Stanford University, April 26–27. The program featured a large number of presentations, both oral and in poster format, on new findings, new conceptualizations and designs, and new reflections on persuasion through technology. Sponsored by the National Science Foundation, this conference featured the best new insights into how video games, mobile phone applications, and Web sites can be designed to motivate and influence people.

PERSUASIVE 2007 topped its predecessor in bringing together almost 200 people interested in how computers can change people's beliefs and behaviors. The Stanford team introduced an innovative – captivating – format for the conference. During the two days, 38 researchers each talked for 10 minutes – sharp – which resulted in a fast, stimulating program with sufficient amounts of open time for questions and discussion. The keynote speakers, Clifford Nass, Jeremy Bailenson, and Karen Pryor, each brought a surprising perspective to persuasive technology.

The PERSUASIVE 2007 proceedings contain only accepted and presented full and short papers. They are listed under the 13 themes they were also grouped in during the conference. The papers were selected from the large collection of submitted papers through a carefully conducted review process, using blind peer-review. We are greatly indebted to the members of the Programme Committee for their excellent work in reviewing the submitted papers and selecting the best papers for presentation at the conference and inclusion in the current volume of the LNCS.

PERSUASIVE 2007 was another landmark in captology. Never before have so many people gathered to share so many new ideas on this topic. We thank all those who helped make PERSUASIVE 2007 a success, and we look forward to next year's event in Europe.

July 2007

Yvonne de Kort
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