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Persuasive Technology

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Persuasive Technology

— A Discipline Taking Shape

Until recently, most software applications and technologies were developed without much thought to how they influenced their users. To be sure, many endeavors have strongly involved a users' perspective, for instance, with respect to facilitating use and making information and other resources accessible. However, accessibility, ease of use etc. are one thing; the conscious and systematic design for change – that is, the conscious attempt to influence users – is, however, a considerable extra step. But today, industry experts and academics are embracing a purposeful approach to persuasive design. In an industry context, designing for persuasion is becoming essential for success. In academic settings, the study of persuasive technology illuminates the principles that influence and motivate people in different aspects of their lives.

Thus, persuasive technology is rapidly growing into a major discipline, sometimes referred to as captology or the study of computers as persuasive technologies. The previous Persuasive conferences held in Eindhoven (2006), Stanford (2007), Oulu (2008), and Claremont (2009) were infused with an energetic spirit and a large attendance, including representatives from both academia and industry.

Persuasive 2010, hosted in Copenhagen, Denmark, in early June, was jointly organized by the Royal School of Library and Information Science, Denmark, Aalborg University, Denmark, and the University of Oulu, Finland. Copenhagen's superb location added to the enjoyable atmosphere. The Royal Library, beautifully situated against the backdrop of church and castle spires and the Copenhagen Canals, made available an attractive setting for the conference, which took place in its famous Queen Margrethe auditorium.

This three-day conference placed persuasive technology on a firm scientific footing with an emphasis on social, psychological, rhetorical and ethical issues on a par with software design and information systems. Featuring full and short papers, posters and panels, Persuasive 2010 highlighted new knowledge in the understanding and design of persuasive technology. The event brought together researchers, practitioners, and industry professionals interested in this important new field. Research themes of the conference and hence, this volume, include emotions and user experience, ambient persuasive systems, persuasive design, persuasion profiles, designing for health, psychology of persuasion, embodied and conversational agents, economic incentives, and future directions for persuasive technology.

Persuasive 2010 had three outstanding keynote speakers: Jennifer Preece from the University of Maryland (USA), Rosalind Picard from Massachusetts Institute of Technology (USA), and Harri Oinas-Kukkonen from the University of Oulu (Finland).

These conference proceedings contain contributions from all three keynote speakers—one full keynote paper, one extended keynote abstract and a short abstract—as well as the accepted full and short papers. Each of the 80 paper submissions were evaluated through a careful double-blind review process that included multiple reviewers. A total of 25 papers were accepted for presentation in the conference and in these proceedings. We are very thankful to the Program Committee members as well as the additional reviewers whose insightful work enabled us to select the best papers for Persuasive 2010. An adjunct volume of poster proceedings has been published separately.

For the third time at a Persuasive conference, a doctoral consortium was held in conjunction with conference events. Some 20 bright students were selected to attend the consortium based on their research plans and applications for participation. These young researchers and their interest in persuasive technology bode well for the future of the field.

We would like to thank The Danish Ministry of Culture of its support of this conference, as well as all our sponsors. We are grateful to all those people who contributed to this conference, whether as organizers, reviewers, scientific contributors or otherwise. Finally, we would like to extend our warmest thanks to all those volunteers who contributed in so many ways to make this conference a successful and memorable event.

April 2010

Per Hasle
Harri Oinas-Kukkonen
Thomas Ploug

Organization

Persuasive 2010 was organized by the Royal School of Library and Information Science in collaboration with Aalborg University and Oulu University.

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