

Preface

Persuasive technology is an interdisciplinary research field that focuses on the design and development of technologies aimed at changing users' attitudes or behaviors through persuasion and social influence, but not through coercion or deception. PERSUASIVE, the International Conference on Persuasive Technology, is the leading venue to meet and discuss the latest theories and applications of persuasive technology in a growing number of domains, including personal healthcare, environmentally sustainable behaviors, and public and industrial safety. Previous PERSUASIVE conferences were held in Padua, Sydney, Linköping, Columbus, Copenhagen, Claremont, Oulu, Palo Alto, and Eindhoven.

This volume collects the papers presented at the 10th edition of the conference that took place in Chicago, USA, during June 2015. On June 2, a doctoral consortium and co-design workshop was held. On June 3, tutorials and workshops were held and during June 4-5 the formal single-track conference proceedings were held. The general chairs for the conference were Patrick Whitney and Tom MacTavish. The organizing chairs were Tom MacTavish and Santosh Basapur. The conference benefited from the collaboration of 50 scholars who were members of the Scientific Committee. In addition to the themes of persuasive technology addressed in previous editions of the conference, this event highlighted the special theme of "Personal Empowerment Through Persuasive Design" to acknowledge the rising trend of consumers with intelligent devices (e.g., smartphones and wearables) and personal data ubiquitously available in large data sets (currently referred to as "the cloud") and the empowerment that will occur as well-designed applications provide personally impactful, data-driven support to people at opportune moments.

The papers in this volume were selected after a thorough selection process. The papers submitted to the conference for oral presentation were examined by at least two experts on the topics of the paper in a double-blind review process. Based on these evaluations, 46% of the 41 of the submitted papers were accepted as full (12 page) papers and 9% were accepted as short (6 pages) papers. All accepted papers underwent a second round of revisions before being included in this volume. We would like to thank all the experts who carefully read the submissions and generously gave of their time to provide advice to the authors. Also, we would like to thank the authors for the effort that they made in this iterative revision process to achieve high-quality results.

In addition to the papers included in this volume, the conference also featured a poster session, a doctoral consortium, workshops, and tutorials. This resulted in contributions that are available in separately published proceedings. Persuasive 2015 offered two international workshops: (1) the Third International Workshop on Behavior Change and (2) Mobile Urban Persuasion. In addition, the conference offered two tutorials: (1) Service Design for Health Behaviors and (2) Mobile Persuasion Design.

The conference received papers from contributors in 20 countries from the continents of Asia, Australia, Europe, North America, and South America.

The conference organization benefited from advice from organizers from prior conferences, in particular Harri Oinas-Kukkonen. Also, it benefited from the guidance of our industrial advisory council comprised of representatives from the companies: Accenture, Connected Health, Datu Health, DigitasLBI, FCB Global, higi, IA Collaborative, Pathfinder Solutions, RTC, and Walgreens. We appreciate the support and enthusiasm shown by all members of the Organizing and Scientific Committees.

May 2015

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Persuasive Technology

10th International Conference, PERSUASIVE 2015,

Chicago, IL, USA, June 3-5, 2015, Proceedings

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2015, XIII, 265 p. 58 illus., Softcover

ISBN: 978-3-319-20305-8