

Preface

Persuasive Technology is a vibrant and highly interdisciplinary research field that focuses on the design, development, and evaluation of interactive technologies with the aim of changing users' attitudes and behaviors. Attitude and behavior change is achieved by means of persuasive strategies, such as social influences embodied in the design of interactive technologies, without any coercion or deception. Persuasive technologies are used to change people's behavior in various domains such as healthcare, sustainability, education, or marketing.

PERSUASIVE, the International Conference on Persuasive Technology, is the leading venue for ground-breaking research and novel designs of persuasive technologies. It is the annual conference in which to discuss the latest persuasive theories, strategies, applications, and artifacts with academics and practitioners from all over the world. Over the past decade the conference was held at exciting places such as Chicago, Padua, Sydney, Linköping, Columbus, Copenhagen, Claremont, Oulu, Palo Alto, and Eindhoven.

PERSUASIVE 2016 was the 11th edition of the conference and took place in April 2016 in Salzburg, Austria. The conference theme was "Contextual Persuasion: Supporting Life Situations and Challenges by Persuasive Design." With this conference theme, the ubiquity and situatedness of persuasive interactions was emphasized: How are interactions with persuasive technologies influenced and facilitated by spatial, temporal, social, or individual conditions and characteristics? How can we analyze, design, and evaluate for specific contexts or conditions?

On April 4, a Doctoral Consortium, a tutorial on "Mobile Persuasion Design," and a Persuasive Game Jam were held as part of the pre-conference program. On April 5, seven half-day workshops were held. On April 6 and 7, the main conference was held in seven single-track sessions, including oral presentations of accepted short and long papers, as well as a poster and demo session during which accepted work-in-progress and demonstrations were presented. It also included an opening keynote by Mark Aloia, Global Lead for Behavior Change at Philips HealthTech, and a closing keynote by Cees Midden, Professor of Human–Technology Interaction at Eindhoven University of Technology.

This volume contains the accepted short and long papers presented during the main track. Overall, 73 papers were submitted (59 long papers with a maximum length of 12 pages and 14 short papers with a maximum length of 6 pages) with 197 authors from more than 20 countries from Asia, Australia, Europe, North and South America.

Papers were selected for presentation at the conference after a thorough peer-review process. The submitted papers were reviewed by experts in the field of persuasive technologies in a double-blinded review process. Overall, 63 reviewers were randomly (excluding any conflict of interest) assigned to the papers. They provided a detailed textual review of the assigned paper and rated each paper, leading to a ranking of the

papers. The Program Committee chairs examined the papers and their reviews and compiled the final list of papers to be presented at the conference.

From the 73 submitted papers, 30 were accepted, yielding an acceptance rate of 41.1 %. From the 59 long papers submitted, 27 were accepted (i.e., acceptance rate of 45.8 %). From the 14 submitted, three were accepted (i.e., acceptance rate of 21.4 %).

In addition to the papers presented in this volume, the conference also published adjunct proceedings, which included the accepted work-in-progress submissions to the posters track, the accepted demo submissions to the demos track, the accepted position papers to the doctoral consortium, as well as a description of the seven workshops:

- User Experience Design for Persuasion and Behavior Change
- Empowering Cities for Sustainable Well-Being
- The Challenge of Device Overload: Using the Persuasive Framework to Effectively Use Modern Technologies to Encourage Health-Promoting Behaviors
- Where Are We Bound for? Persuasion in Transport Applications
- Persuasive Designs for Learning – Learning in Persuasive Design
- Behavior Change Support Systems (BCSS 2016): Epic for Change, the Pillars for Persuasive Technology for Smart Societies
- Personalization in Persuasive Technology Workshop

To make this conference a success, a great number of people supported in various ways. We would like to thank the authors for their high-quality contributions, and the reviewers for their valuable feedback. Furthermore, we would like to express our appreciation to the organizational and scientific committees, who took care of the workshops, tutorials, doctoral consortium, posters, demos and showcases, the game jam, and the main conference.

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