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Persuasive Technology

9th International Conference, PERSUASIVE 2014
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Proceedings



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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, ranging from personal health and safety to corporate and governmental campaigns. Previous PERSUASIVE conferences were held at Eindhoven, Stanford, Oulu, Copenhagen, Claremont, Columbus, Linköping, and Sydney.

This volume collects the papers presented at the ninth edition of the conference (PERSUASIVE 2014) that took place in Padua, Italy, during May 21-23, 2014. PERSUASIVE 2014 was chaired by Luciano Gamberini and Anna Spagnolli (HTLab and Human Inspired Technologies Research Centre – HIT, University of Padova, Italy), and by Luca Chittaro (Human-Computer Interaction Lab, University of Udine, Italy) and benefited from the collaboration of 40 scholars composing the scientific committee. In addition to the themes of persuasive technology dealt with in the previous editions of the conference, this edition highlighted a special theme, i.e., persuasive, motivating, empowering videogames. Adding game elements has become one of the most challenging and acclaimed strategies to turn applications of information and communication technology into systems that persuade, motivate, and empower users to take action. The program succeeded in building bridges between the persuasion and the videogames, serious games, and game-based learning communities by including nine papers on this topic.

The papers comprising this volume result from a thorough selection process. The 58 papers submitted to the conference were examined by at least three experts on the topics of the paper in a double-blind review process. Based on these evaluations, 36% of the submissions (21 papers) were accepted as long and 10% (6 papers) as short presentations in the conference program. All 27 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. We would also like to thank the authors, for the effort they made in this iterative revision process, which is more typical of journals rather than conferences.

In addition to the oral presentations included in this volume, the conference also featured a poster session, a demo session, and a doctoral consortium. This resulted in more than 50 further contributions, available in the adjunct proceedings published by University of Padua Press. PERSUASIVE 2014 also offered two international workshops, the Second International Workshop on Behavior Change Support Systems (BCSS) and the Workshop on

Persuasive Technologies in Challenging Contexts. All together, the conference brought together contributions from 19 countries in Asia, Europe, and North America.

The conference organization benefited from advice from prior organizers of Persuasive conferences, in particular Harri Oinas-Kukkonen, Magnus Bang, and Shlomo Berkovsky. It also benefited from the support of five sponsors, Dipartimento di Psicologia Generale, Università degli Studi di Padova, Air France Global Meetings, Noldus, and DataBiz and from the collaboration with Comune di Padova.

It is our hope that this volume will contribute to increasing awareness of the many ways in which persuasive technology can help change our behavior to better address societal challenges, and illustrate how the field is expanding in breadth as well as depth to meet such challenges.

May 2014

Anna Spagnolli
Luca Chittaro
Luciano Gamberini

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