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Jaap Ham · Evangelos Karapanos
Plinio P. Morita · Catherine M. Burns (Eds.)


Persuasive Technology


13th International Conference, PERSUASIVE 2018
Waterloo, ON, Canada, April 18–19, 2018
Proceedings

Editors

Jaap Ham 
Eindhoven University of Technology
Eindhoven
The Netherlands

Evangelos Karapanos 
Cyprus University of Technology
Limassol
Cyprus

Plinio P. Morita 
University of Waterloo
Waterloo, ON
Canada

Catherine M. Burns 
University of Waterloo
Waterloo, ON
Canada

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Preface

In a world in which technology is increasingly present in people's lives, and changing human behavior often is the key to solving many societal and personal problems, studying how technology might be used to influence humans (in their behavior, attitudes, and information processing) is very important. In close multidisciplinary collaboration, researchers study the design, psychology, development, and evaluation of Persuasive Technology, and produce knowledge important for many different application domains (e.g., health care, sustainability, education, or marketing).

PERSUASIVE, the annual international conference on Persuasive Technology is the leading venue for ground-breaking research and novel designs of persuasive technologies. At this annual conference researchers from academia and industry from all over the world discuss the latest persuasive theories, strategies, applications, and artifacts. The conference was organized for the first time in 2006 in Eindhoven (The Netherlands), and then visited Palo Alto (USA), Oulu (Finland), Claremont (USA), Copenhagen (Denmark), Columbus (USA), Linköping (Sweden), Sydney (Australia), Padua (Italy), Chicago (USA), Salzburg (Austria), returning to The Netherlands (Amsterdam) in 2017.

PERSUASIVE 2018 was the 13th edition of the conference, and took place in Waterloo, Canada, in April 2018. The theme of the 2018 edition of the conference "Making a Difference" was both a celebration of what Persuasive Technology has accomplished and a challenge for where Persuasive Technology can make a difference in the future. As a result, Persuasive 2018 invited papers that demonstrate how persuasive technologies can help solve societal issues and ones that explore new frontiers for Persuasive Technology, such as personalized persuasion, new sensor usage, uses of big data, and new ways of creating engagement through gaming or social connection, focussing on a variety of technologies (e.g., Web, wearables, AI, and smart environments). Persuasive 2018 welcomed papers that are grounded in relevant and up-to-date theory, transcending a mere showcasing of applications, and addressing the generalizability of results.

The Doctoral Consortium took place on the 16th of April, where 12 PhD students presented their work to a committee consisting of Lennart Nacke, Jaap Ham, Harri Oinas-Kukkonen, and Jennifer Boger, chaired by Lisette van Gemert-Pijnen.

On the 17th of April, the conference featured four workshops:

- 6th International Workshop on Behavior Change Support Systems (BCSS 2018): Using Extensive Data in Design and Evaluation of BCSS
- Third International Workshop on Personalizing Persuasive Technologies: A Road Map to the Future
- Persuasive Technology: Making a Difference Together (#MDT2018)
- Uncovering Dark Patterns in Persuasive Technology

On the same day, four tutorials took place:

- Persuasive Systems Design, Evaluation, and Research Through the PSD Model
- Transforming Sociotech Design (TSD)
- Gamification: Tools and Techniques for Persuasive Technology Design
- Combined Toolbox Tutorial

At the two-day main conference (April 18–19) opened by a keynote by Jason Hrerá (Head of Product, Behavioral Sciences at Walmart) and closed by a keynote by Julita Vassileva (University of Saskatchewan), the conference showcased 25 oral presentations of accepted papers (short and long) and two poster sessions (pitches and presentations) accommodating 27 scientific posters.

This volume contains the accepted short and long papers presented during the main track of the conference. Of the 59 submitted papers, 25 were accepted, yielding an acceptance rate of 42.4%. Of the submitted papers, 48 were long papers (maximum 12 pages), of which 21 were accepted (i.e., acceptance rate of 43.8%), while of the 11 submitted short papers, four were accepted (i.e., acceptance rate of 36.4%). The 184 authors came from all over the world, and 42 reviewers (all experts in the field of Persuasive Technology) were allowed to indicate their interest for specific (anonymized) papers in a bidding procedure. Selected on the basis of these preferences, and using additional random assignment and excluding conflicts of interest, at least two reviewers evaluated each manuscript. Building on these detailed reviews and numerical rankings, the Program Committee chairs selected the papers to be presented at the conference, and to be published in this volume.

In addition to the papers presented in this volume, the conference also published adjunct proceedings, which include the accepted abstracts of poster submissions, the accepted position papers submitted to the doctoral consortium, as well as contributions about the four workshops and the four tutorials that were accepted for the conference.

This conference was only a success thanks to the great efforts of a large number of people. We would like to thank all authors for submitting their high-quality work, the reviewers for their constructive and extensive feedback, and all scientific and organizational chairs who worked hard to allow this conference to be such an important addition to scientific knowledge and the research and practice community of Persuasive Technology.

April 2018

Jaap Ham
Evangelos Karapanos
Plinio Morita
Catherine Burns

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