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Persuasive Technology

Third International Conference, PERSUASIVE 2008
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Proceedings

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Preface

Until recently, most software applications and technologies were developed without much thought to how they influenced their users. This perspective is changing. 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.

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) and Stanford (2007) were infused with an energetic spirit and a large attendance, including representatives from both academia and industry.

Persuasive 2008, hosted in Oulu, Finland in early June, was jointly organized by the University of Oulu, Finland and Aalborg University, Denmark. The northern location of Oulu, only some two hours away from the Arctic Circle, offers sunlight 24 hours a day, allowing conference participants to experience the midnight sun.

This three-day conference placed persuasive technology on a firm scientific footing with an emphasis on social, psychological, rhetorical and ethical issues. Featuring full and short papers, posters and panels, Persuasive 2008 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 included motivational technology, persuasive games, smart environments, Web2.0, mobile persuasion, well-being and health behavior. In addition, attendees and participants explored the theory and ethics of persuasive technology, social and organizational issues, business models for persuasive systems, and conceptual and theoretical approaches.

Persuasive 2008 had three outstanding keynote speakers. Kristina Höök from Stockholm University (Sweden) linked affective computing into persuasive technology; Ian Bogost from Georgia Institute of Technology (USA) criticized the fields focus on technology and ends; and B.J. Fogg from Stanford University (USA) described how online social networks may be used to reach and persuade masses of people.

These conference proceedings contain all three keynote papers as well as the accepted full and short papers. Each of the 63 paper submissions were evaluated through a careful double-blind review process that included three to five reviewers. A total of 17 full papers and 12 short papers were accepted for presentation. We are very thankful for the Scientific Review Committee members as well as the additional reviewers whose insightful work enabled us to select the best papers

for Persuasive 2008. An adjunct poster proceedings volume has been published separately. We considered 38 submissions, of which 25 were accepted for poster presentation at the conference.

For the first time at a Persuasive conference, a doctoral consortium was held in conjunction with conference events. Twenty bright students were selected to attend the consortium based on their research plans and applications.

We would like to thank the University of Oulu and its Faculty of Science, the Department of Information Processing Science, and the Oulu Advanced Research on Software and Information Systems (OASIS) research group, as well as Aalborg University and its Department of Communication for their generous support. The doctoral consortium was kindly funded by the Graduate School of Software Systems and Engineering (University of Oulu) and the Human-Computer Interaction Postgraduate Research School (Aalborg University).

We gratefully acknowledge the City of Oulu for organizing the welcome reception for conference participants, as well as the Federation of Finnish Learned Societies, Nokia, and Polar Electro for sponsoring the conference.

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.

March 2008

Harri Oinas-Kukkonen
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