Preface

Persuasive technology is the general class of technologies that purposefully apply psychological principles of persuasion – principles of credibility, trust, reciprocity, authority and the like – in interactive media, in the service of changing their users’ attitudes and behavior.

Only one year ago, in 2006, the first international conference in this area, PERSUASIVE 2006 was hosted in Eindhoven. The conference was entirely geared towards communicating the progress made in the area of persuasive technology, and towards presenting recent results in theory, design, technology and evaluation. It brought together a wide range of research fields, including social psychology, HCI, computer science, industrial design, engineering, game design, communication science, and human factors, and the formula worked: plans for a follow-up were made immediately upon its conclusion.

PERSUASIVE 2007, the second international conference on persuasive technology, was hosted by Stanford University, April 26–27. The program featured a large number of presentations, both oral and in poster format, on new findings, new conceptualizations and designs, and new reflections on persuasion through technology. Sponsored by the National Science Foundation, this conference featured the best new insights into how video games, mobile phone applications, and Web sites can be designed to motivate and influence people.

PERSUASIVE 2007 topped its predecessor in bringing together almost 200 people interested in how computers can change people's beliefs and behaviors. The Stanford team introduced an innovative – captivating – format for the conference. During the two days, 38 researchers each talked for 10 minutes – sharp – which resulted in a fast, stimulating program with sufficient amounts of open time for questions and discussion. The keynote speakers, Clifford Nass, Jeremy Bailenson, and Karen Pryor, each brought a surprising perspective to persuasive technology.

The PERSUASIVE 2007 proceedings contain only accepted and presented full and short papers. They are listed under the 13 themes they were also grouped in during the conference. The papers were selected from the large collection of submitted papers through a carefully conducted review process, using blind peer-review. We are greatly indebted to the members of the Program Committee for their excellent work in reviewing the submitted papers and selecting the best papers for presentation at the conference and inclusion in the current volume of the LNCS.

PERSUASIVE 2007 was another landmark in captology. Never before have so many people gathered to share so many new ideas on this topic. We thank all those who helped make PERSUASIVE 2007 a success, and we look forward to next year's event in Europe.

July 2007

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# Table of Contents

## Technology That Motivates Health Behavior

<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Persuasion, Task Interruption and Health Regimen Adherence</td>
<td>1</td>
</tr>
<tr>
<td>Timothy Bickmore, Daniel Mauer, Francisco Crespo, and Thomas Brown</td>
<td></td>
</tr>
<tr>
<td>Promoting Physical Activity Through Internet: A Persuasive Technology View</td>
<td>12</td>
</tr>
<tr>
<td>Weimo Zhu</td>
<td></td>
</tr>
<tr>
<td>Digital Therapy: The Coming Together of Psychology and Technology Can Create a New Generation of Programs for More Sustainable Behavioral Change</td>
<td>18</td>
</tr>
<tr>
<td>Pål Kraft, Harald Schjelderup-Lund, and Håvar Brendryen</td>
<td></td>
</tr>
<tr>
<td>Designing Persuasion: Health Technology for Low-Income African American Communities</td>
<td>24</td>
</tr>
<tr>
<td>Andrea Grimes and Rebecca E. Grinter</td>
<td></td>
</tr>
</tbody>
</table>

## Persuading People with Video Games

<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fine Tuning the Persuasion in Persuasive Games</td>
<td>36</td>
</tr>
<tr>
<td>Rilla Khaled, Pippin Barr, James Noble, Ronald Fischer, and Robert Biddle</td>
<td></td>
</tr>
<tr>
<td>Captivating Patterns – A First Validation</td>
<td>48</td>
</tr>
<tr>
<td>Sabine Niebuhr and Daniel Kerkow</td>
<td></td>
</tr>
</tbody>
</table>

## New Form Factors for Persuasive Technology

<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promoting New Patterns in Household Energy Consumption with Pervasive Learning Games</td>
<td>55</td>
</tr>
<tr>
<td>Magnus Bang, Anton Gustafsson, and Cecilia Katzeff</td>
<td></td>
</tr>
<tr>
<td>iParrot: Towards Designing a Persuasive Agent for Energy Conservation</td>
<td>64</td>
</tr>
<tr>
<td>Abdullah Al Mahmud, Pavan Dadlani, Omar Mubin, Suleman Shahid, Cees Midden, and Oliver Moran</td>
<td></td>
</tr>
<tr>
<td>The Pet Plant: Developing an Inanimate Emotionally Interactive Tool for the Elderly</td>
<td>68</td>
</tr>
<tr>
<td>Teddy McCalley and Alain Mertens</td>
<td></td>
</tr>
<tr>
<td>Title</td>
<td>Page</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>Surrounded by High-Tech Persuasion</td>
<td></td>
</tr>
<tr>
<td>Distributed User Experience in Persuasive Technology Environments</td>
<td>80</td>
</tr>
<tr>
<td><em>Katarina Segerstål</em> and <em>Harri Oinas-Kukkonen</em></td>
<td></td>
</tr>
<tr>
<td>The PerCues Framework and Its Application for Sustainable Mobility</td>
<td>92</td>
</tr>
<tr>
<td><em>Wolfgang Reitberger, Bernd Ploderer, Christoph Obermair,</em> and <em>Manfred Tscheligi</em></td>
<td></td>
</tr>
<tr>
<td>Persuasive Technologies Should Be Boring</td>
<td>96</td>
</tr>
<tr>
<td><em>Conrad Wai</em> and <em>Pete Mortensen</em></td>
<td></td>
</tr>
<tr>
<td>Controlling People by Using Digital Punishment</td>
<td></td>
</tr>
<tr>
<td>Electronic Monitoring of Offenders: Can a Wayward Technology Be</td>
<td>100</td>
</tr>
<tr>
<td>Redeemed?</td>
<td></td>
</tr>
<tr>
<td><em>Robert S. Gable</em></td>
<td></td>
</tr>
<tr>
<td>Logical Modeling of Deceptive Negative Persuasion</td>
<td>105</td>
</tr>
<tr>
<td><em>Neil C. Rowe</em></td>
<td></td>
</tr>
<tr>
<td>Surveillance, Persuasion, and Panopticon</td>
<td>109</td>
</tr>
<tr>
<td><em>Julie Leth Jespersen, Anders Albrechtslund, Peter Øhrstrøm,</em></td>
<td></td>
</tr>
<tr>
<td><em>Per Hasle,</em> and <em>Jørgen Albretsen</em></td>
<td></td>
</tr>
<tr>
<td>Technology That Motivates Groups to Unify</td>
<td></td>
</tr>
<tr>
<td>Support Services: Persuading Employees and Customers to Do What Is</td>
<td>121</td>
</tr>
<tr>
<td>in the Community’s Best Interest</td>
<td></td>
</tr>
<tr>
<td><em>Mark Brodie,</em> Jennifer Lai,* Jonathan Lenchner,* William Luken,*</td>
<td></td>
</tr>
<tr>
<td><em>Kavitha Ranganathan,</em> Jung-Mu Tang,* and <em>Maja Vukovic</em></td>
<td></td>
</tr>
<tr>
<td>Improving Cross-Cultural Communication Through Collaborative</td>
<td>125</td>
</tr>
<tr>
<td>Technologies</td>
<td></td>
</tr>
<tr>
<td><em>Alyssa J. O’Brien,</em> Christine Alfano,* and <em>Eva Magnusson</em></td>
<td></td>
</tr>
<tr>
<td>Group Reactions to Visual Feedback Tools</td>
<td>132</td>
</tr>
<tr>
<td><em>Joan Morris DiMicco</em> and <em>Walter Bender</em></td>
<td></td>
</tr>
<tr>
<td>Can Brotherhood Be Sold Like Soap...Online? An Online Social</td>
<td>144</td>
</tr>
<tr>
<td>Marketing and Advocacy Pilot Study Synopsis</td>
<td></td>
</tr>
<tr>
<td><em>Brian Cugelman,</em> Mike Thelwall,* and <em>Phil Dawes</em></td>
<td></td>
</tr>
</tbody>
</table>
# How Peers Influence You Online

Social Comparisons to Motivate Contributions to an Online Community .................................................... 148  
*F. Maxwell Harper, Sherry Xin Li, Yan Chen, and Joseph A. Konstan*

Can Companies Initiate Positive Word of Mouth? A Field Experiment Examining the Effects of Incentive Magnitude and Equity, and eReferral Mechanisms ............................................ 160  
*Jan Ahrens and Michal Ann Strahilevitz*

Source Salience and the Persuasiveness of Peer Recommendations: The Mediating Role of Social Trust ............................... 164  
*Peter de Vries and Ad Pruyn*

# New Insights Into Web Persuasion

An Examination of the Influence of Involvement Level of Web Site Users on the Perceived Credibility of Web Sites .................. 176  
*Susan Ferebee*

Embedded Persuasive Strategies to Obtain Visitors’ Data: Comparing Reward and Reciprocity in an Amateur, Knowledge-Based Website .......................... 187  
*Luciano Gamberini, Giovanni Petrucci, Andrea Spoto, and Anna Spagnolli*

The Behavior Chain for Online Participation: How Successful Web Services Structure Persuasion .............................. 199  
*B.J. Fogg and Dean Eckles*

# Persuasive Agents on the Screen

Exploring Persuasive Potential of Embodied Conversational Agents Utilizing *Synthetic* Embodied Conversational Agents ................ 210  
*John Shearer, Patrick Olivier, Marco De Boni, and Robert Hurling*

The Importance of Interface Agent Visual Presence: Voice Alone Is Less Effective in Impacting Young Women’s Attitudes Toward Engineering ............... 214  
*Rinat B. Rosenberg-Kima, Amy L. Baylor, E. Ashby Plant, and Celeste E. Doerr*

Embodied Agents on a Website: Modelling an Attitudinal Route of Influence .......................................................... 223  
*Pablo Lambert Diesbach and David F. Midgley*
Using Digital Images to Persuade

Is it Me or Is it what I say? Source Image and Persuasion ............... 231
Hien Nguyen and Judith Masthoff

Digital Television as Persuasive Technology ......................... 243
Duane Varan and Steve Bellman

Persuasion Via Mobile Phones

The Use of Mobile Phones to Support Children’s Literacy Learning ...... 253
Glenda Revelle, Emily Reardon, Makeda Mays Green,
Jeanette Betancourt, and Jennifer Kotler

Toward a Systematic Understanding of Suggestion Tactics in Persuasive
Technologies ..................................................... 259
Adrienne Andrew, Gaetano Borriello, and James Fogarty

Insights Into Persuasion Principles

Modelling a Receiver’s Position to Persuasive Arguments ................. 271
Hien Nguyen, Judith Masthoff, and Peter Edwards

Persuasive Recommendation: Serial Position Effects in
Knowledge-Based Recommender Systems ............................... 283
A. Felfernig, G. Friedrich, B. Gula, M. Hitz, T. Kruggel, G. Leitner,
R. Melcher, D. Riepan, S. Strauss, E. Teppan, and O. Vitouch

Perspectives on Persuasive Technology

Persuade Into What? Why Human-Computer Interaction Needs a
Philosophy of Technology ........................................... 295
Daniel Fallman

Classical Rhetoric and a Limit to Persuasion .......................... 307
Anne-Kathrine Kjær Christensen and Per F.V. Hasle

Persuasion Theories and IT Design .................................. 311
Marja Harjumaa and Harri Oinas-Kukkonen

Author Index ....................................................... 315