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# Persuasive Technology

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Proceedings



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# Preface

This volume comprises the proceedings of the 8th International Conference on Persuasive Technology (Persuasive-2013), which took place in Sydney during April 3–5, 2013. The Persuasive Technology conference series is the primary meeting for researchers and practitioners interested in how interactive technologies and services can influence people’s attitudes and support positive behavior change. The conference has taken place annually since 2005 and provides a forum for the exchange of ideas and the presentation of research conducted worldwide.

Persuasive-2013 was chaired by Shlomo Berkovsky of the National ICT Australia (NICTA, [www.nicta.com.au](http://www.nicta.com.au)) and Jill Freyne from the Commonwealth Scientific and Industrial Organisation (CSIRO, [www.csiro.au](http://www.csiro.au)). They were assisted by an international Program Committee of 29 leading figures in the persuasive research community. The conference solicited long papers of up to 12 pages in length, which represent original reports of substantive new research. In addition, the conference solicited short papers of up to six pages in length, whose merit was assessed in terms of originality and importance.

Persuasive-2013 received 47 submissions from all over the world, with large numbers from Europe, the United States, and many Australian submissions. Each submission was reviewed by three or more reviewers and after a rigorous review process, 16 long papers and 12 short papers were selected for publication. This resulted in an acceptance rate of 34% for long papers and 25.5% for short papers.

The program of Persuasive-2013 covered a wide range of topics, with papers covering not only typical persuasive domains like health and environment, but also work covering emerging research topics, such as data safety and evaluation of persuasive technologies. The conference program also included three workshops that were selected by Jaap Ham from the Eindhoven University of Technology. The following workshops were organized: the International Workshop on Behavior Change Support Systems (BCSS), the Workshop on Personal Data: Designing for the New Currency, and the Workshop on Human Behavior for Industrial Safety (HBIS). Persuasive-2013 also included a doctoral consortium—a forum for PhD students to get feedback and advice from leading researchers in the persuasive community.

Two high-profile keynote speakers were invited to share their influential contributions in the field of persuasive technology. The conference program included keynote talks by Anthony Jameson from the German Research Center for Artificial Intelligence (DFKI) and Anind Dey from the Carnegie Mellon University. We are most grateful to both speakers for taking time out of their busy schedules to come to Sydney and participate in Persuasive-2013.

It would not be possible to hold the conference without the Program Committee and the sponsors. We deeply acknowledge the conscientious work of the

Program Committee members and the additional reviewers, who helped us to assure the quality of the accepted papers. We also gratefully thank our sponsors, NICTA and CSIRO, who helped us with funding and organizational expertise. We appreciate the efforts of the Publicity Chair, Sarvnaz Karimi from CSIRO. Finally, we want to acknowledge the use of EasyChair that simplified the review process and the preparation of the proceedings.

We hope that you find the papers in these proceedings interesting and stimulating.

January 2013

Shlomo Berkovsky  
Jill Freyne

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