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Persuasive Technology

Design for Health and Safety

7th International Conference, PERSUASIVE 2012
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Proceedings

Volume Editors

Magnus Bang
Linköping University, Sweden
Department of Computer and Information Science
Linköping, Sweden
E-mail: magnus.bang@liu.se

Eva L. Ragnemalm
Linköping University, Sweden
Department of Computer and Information Science
Linköping, Sweden
E-mail: eva.ragnemalm@liu.se

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Preface

Persuasive computing research is maturing. Since the First International Conference on Persuasive Technology for Human Well-being, held in Eindhoven in 2006, there have been five international conferences on the topic. Being fundamentally an interdisciplinary research field, persuasive technology integrates developments from psychological, social and cognitive research with computer science with the goal of understanding how interactive computer systems can be designed to support positive behavior change. Typical domains for persuasive technology are health, safety and education. The research area is also characterized by a healthy dose of technical curiosity. For example, the emergence of smart phones, tablets and sensor technologies as well as social networking makes it possible to create new classes of interesting and effective persuasive-technology applications. Moreover, a core of theoretical knowledge is emerging in the field as a basis for the design and evaluation of persuasive technologies.

The 7th International Conference on Persuasive Technology showed this multidisciplinary diversity in the contributions that spanned low-tech diaries that support cognitive behavior therapy, smart phone-based games that encourage physical activity and training, to ethical perspectives on persuasive technology. There are 21 full papers and five short papers presented in this volume. The poster session encompassed a similar amount of contributions that were published in a separate volume by Linköping University Electronic Press.

Three keynote speakers introduced current and future topics in persuasive technology; Maurits Kaptein from Eindhoven University of Technology talked about persuasion profiles and personalization. B.J. Fogg from Stanford University followed up with a talk on tiny habits and motivation waves. Finally, Harri Oinas-Kukkonen from the University of Oulu spoke about the future of persuasive computing. This year's conference also featured a set of workshops and tutorials that were held as parallel sessions. For example, HBIS 2012 – The First International Workshop on Human Behavior for Industrial Safety – featured a new exiting area for behavior change.

Persuasive 2012 was hosted by the Department of Computer and Information Science, Linköping University, Sweden. We want to express our gratitude to the reviewers and Program Committee for their invaluable comments on the contributions. We also want to thank the Swedish Energy Agency – our main sponsor – for their support as well as our contributing sponsors the Swedish National Road and Transport Research Institute, New Tools for Health, Swedish ICT and Santa Anna IT Research Institute.

June 2012

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