

Welcome to Persuasive 2008

The third international conference on persuasive technology gathers people interested in how software and related technologies influence people's attitudes and behaviours. The event features the best new insights into how web sites, video games, mobile phones and other applications can be designed to motivate and persuade people.

The conference highlights new knowledge in the understanding and designing of persuasive technology. The event brings together researchers, practitioners, and industry professionals interested in this important new field.

We warmly welcome you to participate the conference, enjoy the panels, presentations, posters and social gatherings as well as the beautiful city of Oulu.

SOCIAL PROGRAM

Tuesday, June 3 – 19:00 - 22:00
Informal get-together
Hotel Lasaretti, Kasarmintie 13

Wednesday, June 4 – 19:00 - 20:30
City of Oulu reception and buffet
Oulu City Hall, Kirkkokatu 2 A

Thursday, June 5 – 19:00 - 24:00
Conference dinner
*Bus Transportation to
Maikkulankartano Mansion, Great Barn
Bus 1 at 17:45 from Hotel Lasaretti
Bus 2 at 18:30 from Hotel Lasaretti via
Hotel Arina*



CONFERENCE PROGRAM



Wednesday, June 4

8:30 - 9:15

Registration

9:15 - 9:25

Conference welcome and overview

Harri Oinas-Kukkonen, Professor, University of Oulu

9:25 - 9:45

Opening address

Suvi Lindén, Minister of Communications, Finnish Government

9:45 - 10:30

Keynote address by Kristina Höök

Affective loop experiences – What are they?

Kristina Höök, Professor, Stockholm University

10:30 - 11:00

Coffee break

11:00 - 12:30

Social network systems

Chair: Richard Sedley

Online persuasion in Facebook and Mixi: A cross-cultural comparison

BJ Fogg, Daisuke Iizawa

Website credibility, active trust and behavioural intent

Brian Cugelman, Mike Thelwall, Phil Dawes

Network awareness, social context, roles and persuasion

Donald Steiny

12:30 - 13:30

Lunch

13:30 - 15:00

Knowledge management

Chair: Judith Masthoff

Persuasion in knowledge-based recommendation

Alexander Felfernig, Bartosz Gula, Gerhard Leitner, Marco Maier, Rudolf Melcher, Erich Teppan

Persuasive technology design – a rhetorical approach

Kristian Tøring

Benevolence and effectiveness: Persuasive technology's spillover effects in retail settings

Martha Russell

15:00 - 15:30

Coffee break

15:30 - 16:15

Peer-to-peer and social networks

Chair: Mattias Malmnäs

Exploring the acceptability of delayed reciprocity in peer-to-peer networks

Jenneke Fokker, Huib de Ridder, Piet Westendorp, Johan Pouwelse

How to build a persuasive web application: The three fundamental feedback loops

Evan Rosenfeld

“Hey world, take a look at me!”: Appreciating the human body on social network sites

Bernd Ploderer, Steve Howard, Peter Thomas, Wolfgang Reitberger

16:15 - 17:00

Self-persuasion and timing

Chair: Henrik Scharfe

Digital therapy: The role of digital positive psychotherapy in successful self-regulation

Elin Olsen, Pål Kraft

Finding kairos in quitting smoking: Smokers' perceptions of warning pictures

Teppo Räisänen, Harri Oinas-Kukkonen, Seppo Pahlila

Exploring persuasiveness of “just-in-time” motivational messages for obesity management

Megha Maheshwari, Samir Chatterjee, David Drew

17:00 - 17:30

Panel: Theory and methodology of persuasive technology

Panelists: Per Hasle (Chair), Susan Ferebee, Pål Kraft, Judith Masthoff

Thursday, June 5

9:15 - 10:00

Keynote address by Ian Bogost

Fine Processing

Ian Bogost, Professor, Georgia Institute of Technology

10:00 - 10:30

Applications I

Persuasive technology for shaping social beliefs of rural women in India: An approach based on the Theory of Planned Behaviour

Vikram Parmar, David Keyson, Cees deBont

10:30 - 11:00

Coffee break

11:00 - 12:30

Perspectives I

Chair: Jaap Ham

Designing persuasive dialogue systems: Using argumentation with care

Hien Nguyen, Judith Masthoff

Categorization as persuasion: Considering the nature of the mind

Signe Dahl Iversen, Maria Elisabeth Pertou

A qualitative study of culture and persuasion in a smoking cessation game

Rilla Khaled, Ronald Fischer, James Noble, Robert Biddle

12:30 - 13:30

Lunch

13:30 - 15:00

Conceptual frameworks

Chair: Winslow Burleson

Six patterns for persuasion in online social networks

G. Michael Weiksner, BJ Fogg, Xingxin Liu

A systematic framework for designing and evaluating persuasive systems

Harri Oinas-Kukkonen, Marja Harjumaa

Digital therapy: Addressing willpower as part of the cognitive-affective processing system in the service of habit change

Pål Kraft, Filip Drozd, Elin Olsen

15:00 - 15:30

Coffee break

15:30 - 17:00

Poster session

17:00 - 17:30

Panel: Ethics and persuasive technology

Panelists: Peter Øhrstrøm (Chair), Robert Biddle, Magnus Bång, Amy Greer

Friday, June 6

9:15 - 10:00

Well-being applications

Chair: Paul Beatty

BLB: A persuasive and interactive installation designed to improve well-being

Connie Golsteijn, Elise van den Hoven, Sijme Geurts, Max Eichenbrenner, Christ van Leest, Sanne van den Hurk, Yih Shun Ling

A case study on an ambient display as a persuasive medium for exercise awareness

Kaori Fujinami, Jukka Riekkii

Technology that persuades the elderly cessation game

Laura Sorri, Eeva Leinonen

10:00 - 10:30

Perspectives 2

The persuasive power of human-machine dialogue

Divya Ramachandran, John Canny

10:30 - 11:00

Coffee break

11:00 - 12:30

Applications 2

Chair: Alexander Felfernig

Enabling calorie-aware cooking in a smart kitchen

Pei-yu Chi, Jen-hao Chen, Hao-Hua Chu, Jin-Ling Lo

perFrames: Persuasive picture frames for proper posture

Christoph Obermair, Wolfgang Reitberger, Alexander Meschtscherjakov, Michael Lankes, Manfred Tscheligi

Persuasion for stronger passwords

Alain Forget, Sonia Chiasson, Paul van Oorschot, Robert Biddle

12:30 - 13:30

Lunch

13:30 - 14:15

Perspectives 3

Chair: Samir Chatterjee

Design with intent: Persuasive technology in a wider context

Dan Lockton, David Harrison, Neville Stanton

The Influence of gender and involvement level on the perceived credibility of web sites

Susan Ferebee

Embodied agents on commercial websites: Modeling their effects through an affective persuasion route

Pablo Diesbach, David Midgley

14:15 - 15:00

Keynote address by BJ Fogg

Mass interpersonal persuasion: an early view of new phenomenon

BJ Fogg, PhD, Stanford University

15:00 - 15:15

Closing of the conference

Harri Oinas-Kukkonen, Professor, University of Oulu