

Conference Program



Salzburg **2016**
Persuasive

Technology



Center for
Human-Computer Interaction
Department of Computer Sciences



eduroam (in case you have an account)
Plus_Event (user: PT16; pass: #Persuasive2016)

Registration & Information Desk



Center for HCI

Monday, April 4: 8.30 – 9.30 & 17.30 – 19.00

Tuesday, April 5: 8.30 – 9.30 & 16.00 – 18.00



Edmundsburg

Wednesday, April 6: 8.30 – 18.30

Thursday, April 7: 8.30 – 17.30

www.persuasive2016.org

info@persuasive2016.org

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OF TECHNOLOGY

9.00

Tutorial: Aaron Marcus

Mobile Persuasion Design

4th floor

Doctoral Consortium

1st floor

Persuasive Game Jam

ground floor

17.00

10.00 ... 11.30

Coffee Breaks

ground floor

12.30 ... 14.00

Lunch Break

ground floor

15.00 ... 16.30

Coffee Breaks

ground floor

17.30

**Welcome Drinks for all
conference attendees &
Game Jam Demos**

ground floor

9.00

WS1: User Experience Design for Persuasion and Behavior Change

Thomas MacTavish, Jaime Rivera, Ryan Wynia
ground floor

WS2: Empowering Cities for Sustainable Wellbeing

Agnis Stibe, Samir Chatterjee,
Katja Schechtner, Matthias Wunsch,
Alexandra Millonig, Stefan Seer,
Ryan C.C. Chin, Kent Larson
3rd floor

WS3: The Challenge of Device Overload: Using the Persuasive Framework to Effectively use Modern Technologies to Encourage Health-Promoting Behaviors

Sriram Iyengar
1st floor

WS4: Where are We Bound for? Persuasion in Transport Applications

Andreas Riener, Myounghoon Jeon,
Peter Fröhlich, Alexander Meschtscherjakov
4th floor

12.30

10.00 ... 11.30

Coffee Breaks

ground floor

14.00

WS5: Persuasive Designs for Learning – Learning in Persuasive Design

Sandra Burri Gram-Hansen, Lykke Brogaard Bertel, Thomas Ryberg

3rd floor

WS6: Behavior Change Support Systems (BCSS 2016): Epic for Change, the Pillars for Persuasive Technology for Smart Societies

Olga Kulyk, Liseth Tjin-Kam-Jet - Siemons, Harri Oinas-Kukkonen, Lisette van Gemert-Pijnen

1st floor

WS7: Personalization in Persuasive Technology Workshop

Rita Orji, Marc Busch, Arie Dijkstra, Michaela Reisinger, Agnis Stibe, Manfred Tscheligi

17.30

ground floor

15.00 ... 16.30

Coffee Breaks

ground floor

18.30

Science City Salzburg Reception

 **Schloss Mirabell**

The **Mayor of Salzburg, Dr. Heinz Schaden**, welcomes the conference attendees with a light buffet and drinks in the remarkable Schloss Mirabell. *A guided walk (10 min) starts at the Center for HCI at 18.00.*

9.00 Conference Opening

Opening Keynote: Mark Aloia

Behavior Change in the Age of Persuasive Technology

10.00 S1: Individual Differences

Session Chair: Alexandra Millonig

**Tailoring Web Pages for Persuasion on
Prevention Topics: Message Framing,
Color Priming and Gender LP**

Luca Chittaro



**Supporting Users in Setting Effective Goals
in Activity Tracking LP**

*Katja Herrmann, Jürgen Ziegler,
Aysegül Dogangün*

**Persuasive and Culture-Aware Feedback
Acquisition LP**

Malik Almaliki, Raian Ali

11.00 Coffee Break

11.30 **S2: Theoretical Reflections**

Session Chair: Boris de Ruyter

Crowd-Designed Motivation: Combining Personality and the Transtheoretical Model [LP](#)

Roelof De Vries, Khiet Truong, Vanessa Evers

The EDIE Method – Towards an Approach to Collaboration-Based Persuasive Design [LP](#)

Sandra Burri Gram-Hansen

Persuasive Backfiring: When Behavior Change Interventions Trigger Unintended Negative Outcomes [LP](#)

Agnis Stibe, Brian Cugelman

Captology and Technology Appropriation: Unintended Use as a Source for Designing Persuasive Technologies [SP](#)

Alina Krischkowsky, Bernhard Maurer, Manfred Tscheligi

12.45 **Lunch Break**

14.00

S3: Prevention & Motivation

Session Chair: Harri Oinas-Kukkonen

Self-Reflection and Mindfulness States: Designing Mobile Tools for Cultivating Curiosity and Decentering Situated in Everyday Life LP

Ralph Vacca, Christopher Hoadley

Alcohol Behaviour Change: Lessons Learned from User Reviews of iTunes Apps LP

*Omar Mubin, Abdullah Al Mahmud,
Muhammad Ashad Kabir*

Persuasive Strategies to Improve Driving Behaviour of Elderly Drivers by a Feedback Approach LP

*Perrine Ruer, Charles Gouin-Vallerand,
Evelyne F. Vallières*

Creating Awareness of Sleep-Wake Hours by Gamification LP

*Ayse Ezgi Ilhan, Bahar Sener,
Hüseyin Hacıhabiboğlu*

15.20

Posters & Demos, Coffee Break

16.30 **S4: Models & Methods**

Session Chair: Maurits Kaptein

**Cicero: Middleware for Developing
Persuasive Mobile Applications LP**

*Antonello D'Aloia, Matteo Lelli, Duckki Lee,
Sumi Helal, Paolo Bellavista*

**Formalization of Computational Human
Behavior Models for Contextual Persuasive
Technology LP**

*Tylar Murray, Eric Hekler, Donna Spruijt-Metz,
Daniel Rivera, Andrew Raij*

**The Persuasive Potential Questionnaire
(PPQ): Challenges, Drawbacks, and Lessons
Learned LP**

*Alexander Meschtscherjakov, Magdalena Gärtner,
Alexander Mirnig, Christina Rödel, Manfred Tscheligi*



**Persuasive Practices: Learning from Home
Security Advisory Services LP**

*Mateusz Dolata, Tino Comes, Birgit Schenk,
Gerhard Schwabe*

Persuasive Patterns in Q&A Social Networks SP

Ifeoma Adaji, Julita Vassileva

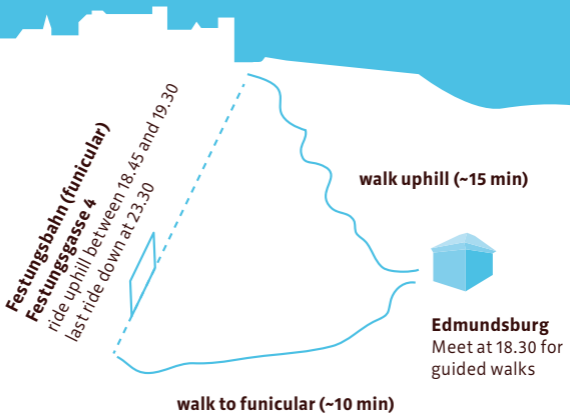
18.05 **Break**

Conference Dinner
19.00

Wednesday, April 6, 2016
📍 Festung Hohensalzburg

We will meet in front of *Edmundsburg*, the main conference location, at 18.30, to walk to the Conference Dinner at *Festung Hohensalzburg* (Fortress). You can either hike directly to the fortress or walk to the *Festungsbahn* (funicular) which will carry you directly to the restaurant *Burgschenke*.

If you prefer to get there on your own, please be aware that you can take the funicular for free between 18.45 and 19.30.



9.00

S5: Games & Gamification

Session Chair: Agnis Stibe

Utilizing a Digital Game as a Mediatory Artifact for Social Persuasion to Prevent Speeding LP

Bernhard Maurer, Magdalena Gärtner, Martin Wuchse, Alexander Meschtscherjakov, Manfred Tscheligi



Smile Catcher: Can Game Design Lead to Positive Social Interactions? LP

Niaja Farve, Pattie Maes

More than Sex: The Role of Femininity and Masculinity in the Design of Personalized Persuasive Games LP

Marc Busch, Elke Mattheiss, Michaela Reisinger, Rita Orji, Peter Fröhlich, Manfred Tscheligi

A Gamified Solution to Brief Interventions for Nightlife Well-Being LP

Luciano Gamberini, Anna Spagnolli, Giovanni De Giuli, Massimo Nucci, Chiara Villa, Valeria Monarca, Alessandro Privitera, Luca Zamboni, Stephane Leclercq

Long-Term Effects of Computerized Simulations in Protracted Conflicts: The Case of Global Conflicts SP

Ronit Kampf

10.35 Posters & Demos, Coffee Break

11.00 **S6: Interventions for Behavior Change**

Session Chair: Jaap Ham

Understanding Changes in the Motivation of Stroke Patients Undergoing Rehabilitation in Hospital **LP**

*Michelle Pickrell, Bert Bongers,
Elise van den Hoven*

Developing a Virtual Coach for Chronic Patients: A User Study on the Impact of Similarity, Familiarity and Realism **LP**

*Arlette van Wissen, Charlotte Vinkers,
Aart van Halteren*

Improving Adherence in Automated e-Coaching **LP**

*Robbert Jan Beun, Willem-Paul Brinkman,
Siska Fitriane, Fiemke Griffioen-Both,
Corine Horsch, Jaap Lancee, Sandor Spruit*

Online Peer Groups as a Persuasive Tool to Combat Digital Addiction **LP**

*Amen Alrobai, John McAlaney, Keith Phalp,
Raian Ali*

12.20 Lunch Break

13.30

S7: Design Strategies & Techniques

Session Chair: Thomas MacTavish

Red Radiators versus Red Tulips: The Influence of Context on the Interpretation and Effectiveness of Color-based Ambient Persuasive Technology LP

Shengnan Lu, Jaap Ham, Cees Midden

Investigating Politeness Strategies and their Persuasiveness for a Robotic Elderly Assistant LP

Stephan Hammer, Birgit Lugin, Sergey Bogomolov, Kathrin Janowski, Elisabeth André

RightOnTime: The Role of Timing and Unobtrusiveness in Behavior Change Support Systems LP

Piiastiina Tikka, Harri Oinas-Kukkonen

Persuasive Information Security: Techniques to Help Employees Protect Organizational Information Security LP

Marc Busch, Sameer Patil, Georg Regal, Christina Hochleitner, Manfred Tscheligi

Lock Up the Lighter: Experience Prototyping of a Lively Reflective Design for Smoking Habit Control LP

Chow Kenn

15.10 **Coffee Break**

15.30 **Conference Closing**

Closing Keynote: Cees Midden

*Persuasive Technology for a Sustainable Society:
Intervening in Automated Responses*

17.00

17.30 **Informal Walks through Salzburg**
including Austria's biggest beer tavern

Please find further information and
sign-in at the registration desk



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Center for Human-Computer Interaction

Sigmund-Haffner-Gasse 18

Pre-Conference Program &
Conference Headquarter

Schloss Mirabell

Mirabellplatz 4

Welcome Reception
Tuesday, April 5



Full Conference map:
<https://goo.gl/Ykb2t1>

~5 min.

Staatsbrücke

River Salzach

Rudolfskai

Griesgasse

Getreidegasse

Herbert-v.-Karajan-
Platz

Universitäts-Platz

Furtwängler-
Park

Wiener-Philharm.-Gasse

Churfürst-Gasse

Residenz-
Platz

Mozart-
Platz

Pfeiffergasse

Basteigasse

Kaigasse

Kaig

Hofstallgasse

Sigmund-Haffner-Gasse



Edmundsburg

Mönchsberg 2
Main Conference Venue

pedestrian tunnel to elevator

**Festungsbahn
(Funicular)**

Festungsgasse 4

